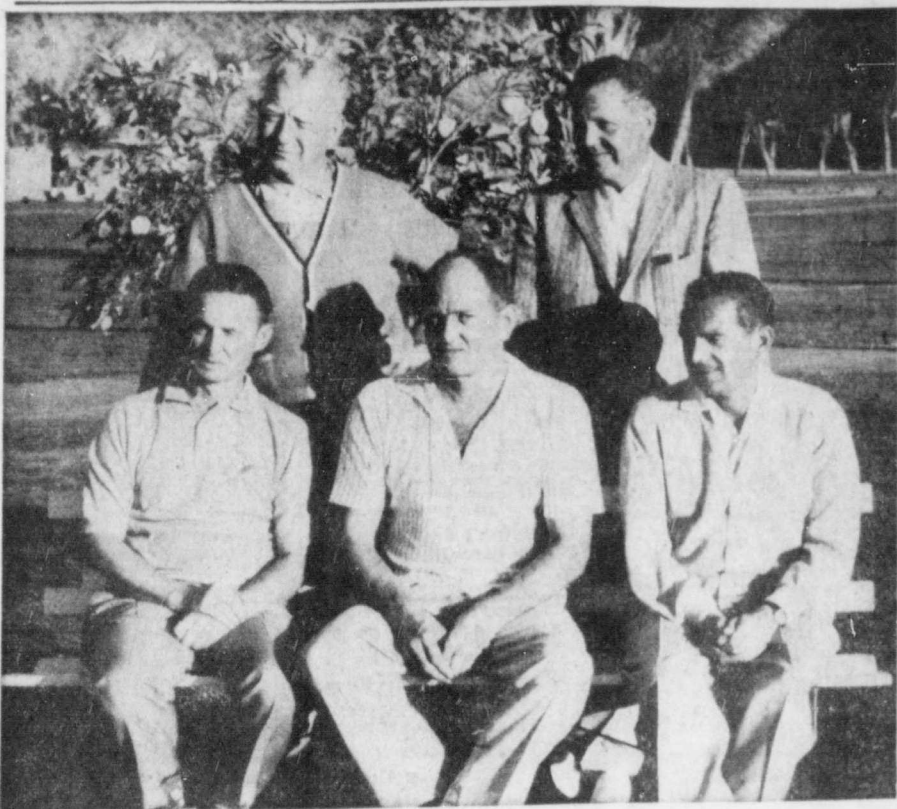




FIRST BIG CLUB TOURNAMENT for professionals and amateurs was played on the new Eldorado Country Club course yesterday, and a comparable youngster to the game, J. C. Goosie, came in with a six-under-par 66 to win the first competition. Behind the new venture, which eventually will feature 36 holes, are the five men pictured above, left to right standing, Jimmy Hines and John Dawson, and seated, Ronald Williams, Robert McCulloch and J. Ross Clark, II. See story Sports Page. (Desert Sun Photo)

Top Pro Golfers End Week of Play on Desert

The nation's leading professional golfers yesterday climaxed their swing around the California winter circuit with a week of stellar golf in perfect climate on three verdant Palm Springs area courses and headed east to Arizona and the south in further pursuit of Golf's Pot of Gold.

The last week of their stay in California was their best, they agreed as they left, high in their praise of the desert area's perfect climate, the sporty golf courses and the reception they received here.

THE BIG WEEK of golf started a week ago at Indian Wells Country Club, with a \$3000 Pro-Member as a benefit to the Palm Springs Boys' Club, then moved over to Thunderbird Country Club for four days of play in the seventh annual \$15,000 Invitational and ended yesterday with play on the beautiful new Eldorado Country Club course in that club's first tournament, a \$5,000 Pro-Member event. Prizes for the pros reached \$25,000, plus a new 1958 Thunderbird automobile.

ALMOST 50 of the leading pros of the nation participated in the week of golf at its best.

Lionel Hebert won the Indian Wells event, Ken Venturi captured the Thunderbird prize and J. C. Goosie, goldfom's newest star, walked off with the top prize at Eldorado.

Hundreds of golf fans were in the galleries which watched the precision play of the pros.

(Details may be found on the Sports Page today.)

College Election Date Changed

Palm Springs City Council has been notified by County Schools Supt. Ray Johnson that the election date for trustee of the Junior College has been changed to April 15.

The date was changed from March 25, and will now cause three Palm Springs elections to fall in the fourth month.

Convicts Ignore Cold and Hunger

DEER LODGE, Mont. — More than 230 defiant convicts, ignoring cold and hunger, refused to return to their individual cells in the Montana State Prison today or end a day-old sitdown strike. It was the latest disturbance since last July 30 when the convicts rioted.

The strike began after breakfast at 8 a.m. Monday. The prisoners refused to work in the prison shops.

RETURNED TO the cell block in which they rioted about six months ago, the defiant convicts jammed benches between the walls and doors of their individual cells so guards could not close them.

Convicts won't be fed until they comply with the order to return to their cells. If hunger doesn't work, guards hope to freeze the convicts into submission. Heat was reported shut off in the cell block shortly before midnight.

Guards appeared to have the situation under control. They reported a calm and quiet night.

Song Writer Paul Herrick, Longtime Villager, Dies at 47

Song writer Paul Young Herrick, 47, longtime Palm Springs resident, died at California Lutheran Hospital in Los Angeles last night after an illness of several months duration.

Herrick, also prominent as a writer of background music for motion pictures, lived at 330 Ridge Road here.

A native of St. Petersburg, Fla., Herrick graduated from UCLA in 1933 and served with the combat intelligence branch of the Air Force during World War II.

ASSIGNED OVERSEAS in 1943, he was presented the Air Medal for services rendered beyond the call of duty in 1945.

As a song writer, Herrick is best known for such recorded hits as the current "Magnificent Matarador," "Soldier of Mine," "Palm

Springs Polka," and others.

He also composed the lyrics for the musical score of the motion picture "Black Beauty" and has several other film scores to his credit.

HERRICK LEAVES his widow, Katherine; his father, John P. Herrick, of Los Angeles; two sisters, Mrs. William F. Vernon, of Newton, Iowa, and Mrs. Frederick B. Deknatel, of Cambridge, Mass., and one brother, John, of Pasadena.

Funeral services will be conducted at 11 a.m., Thursday, in the Little Church of the Flowers at Forest Lawn Memorial Park.

The family has requested that no flowers be sent. Friends were asked to send contributions to the California Tumor Institute in Los Angeles.

Pat Hagarty, Former City Humane Officer, Dies

Pat Hagarty, former Palm Springs humane officer and resident here for about 12 years, was found dead in his automobile about 7 a.m. this morning, from what appeared to be an overdose of sleeping pills.

Hagarty, who was believed to be in his early fifties, apparently parked his automobile at the corner of Rochelle and Virginia Roads, is believed to have swallowed some capsules (which have not yet been identified). Four additional capsules were found in the coffee tray of the glove compartment, and on top of them two letters.

ONE LETTER was addressed to his wife, Mary Ann Hagarty, of Seattle, Wash., from whom he had been divorced, and a second note was addressed "To all my friends," and asked that he be buried on the desert.

Hagarty was a close personal friend of many old timers in show business, including Joe Frisco. He had trained animals for many Palm Springs residents.

He started in the desert working as an animal trainer, and on June 2, 1952, entered the employ of the City of Palm Springs, and on May 1, 1953, was appointed as full time humane officer. He resigned "because of the press of private business on Aug. 15, 1953.

SHORTLY AFTER leaving the

humane department, he went to San Francisco, where he was in the furniture business. He left that and went into animal training in the San Francisco area until two months ago when he returned to Palm Springs.

Since his return he had been living at the home of Police Capt. Orest Johnson, 233 West Via Es-cuela.

He is survived by his mother, Mrs. Mable Clark of San Francisco; his ex-wife in Seattle; and a sister-in-law, Mrs. Jean Joo of Sharps Park.

Funeral arrangements are pending at Wiefels and Son Mortuary.

New Annexation Action Asked

City Attorney Jerry Bunker has asked the City Council to order the drawing of a resolution of intention to annex two square miles (Section 34 and 35) south of Palm Springs, so that official council action can be taken on Feb. 11.

Between now and Feb. 11, the council is giving protesters to the annexation of the two sections the opportunity to voice their opinions to the council or city administrators.

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Sandblast Control Plan Ready

THIRTY FIRST YEAR

The Desert Sun

The Desert Empire's Daily Newspaper

VOL. XXXI, NO. 122 18 Pages—2 Sections

Palm Springs, California, Tuesday, Jan. 28, 1958

Single Copy 10c

Russia Hints Ready to Discuss Agenda for Summit Meeting

Rain, Snow Bring East Flood Threat

Search Continues For Boy Scout Lost Three Days

By UNITED PRESS

Rain mixed with snow today fed rising rivers in New England — now at their highest levels since Hurricane Diane flooded the region in 1955.

Across the nation, an all-out search was on for a 12-year-old boy scout who has been lost for three days in the frigid and rugged Mendocino National Forest near Willows, Calif.

Temperatures have been at or near freezing both nights Dennis Wurschmidt has been lost, but authorities were hopeful he still was alive.

WIDESPREAD RAIN and snow activity occurred across the nation early today. A broad belt extending across the northern tier of states from Iowa to the Atlantic seaboard received rain and snow for the third day in a row. Albany, N. Y., received about one inch of snow since Monday night.

Rain pelted most of Northern Texas, while a storm centered in the Texas panhandle touched off snowfalls in parts of Kansas, Colorado and New Mexico. Almost half-an-inch rain fell at Dalhart, Tex., since late Monday night.

THE PACIFIC Northwest received the heaviest rainfall amounts in the country, with almost an inch at some spots along the Washington - Oregon coast. Farther inland, amounts were lighter and turned to snow over the Northern and Central Rockies.

Temperature patterns were unusual. While readings in the Gulf States were as much as 15 degrees lower than a day ago, the lower Great Lakes and New England reported readings in the 30s, much higher than normal.

It was 2 degrees below zero at Bismarck, N. D., early today, one of the few really cold readings in the nation.

Weather

Desert area forecast: Variable high cloudiness but mostly sunny today and Wednesday. Slightly warmer today with highs 62-72 upper valleys, 72-82 lower valleys. Saturday's high was 71, low, 37; Sunday's high was 67, low, 48; yesterday's high was 75, low 44.

First Contest Develops In Councilmanic Election

First contest in the April Councilmanic election developed yesterday as Mayor Jerry Sanborn, incumbent, and Mrs. James Carline, hotel owner of 2525 North Palm Canyon Drive, both filed for the District 4 position.

Only previously announced candidate is George Beebe, Jr., who filed in District 6, where incumbent Frank Miller has yet to state his intentions on seeking reelection. Jerry Nathanson in District 2 is expected to file later this week.

SANBORN, WHO was named mayor when Florian Boyd resigned that post last November, was originally appointed to the council in 1953 when Charles Farrell resigned. He was elected to his first full term in April of 1954.

A resident here since 1936, Sanborn was one of the first city employees after incorporation in 1938, holding the offices of street superintendent and assistant city engineer. He started his own surveying business in 1945 after returning from service with the Navy Seabees, and has seen his business grow as Palm Springs has grown since then.

HE IS A NATIVE of New Hampshire, and a graduate of the Massachusetts Maritime Academy. He is a charter member and past master of the Palm Springs



JERRY SANBORN



MRS. JAMES CARLIN

Masonic Lodge; a member of the Long Beach Consistory and Al Malaikah Shrine; a charter member of Palm Springs BPOE, a past commander of Owen Coffman Post, American Legion; and a member of the Palm Springs Lions Club.

He is married, and he and his wife, Louisa, have one son, John, who is associated with his father in the surveying business.

THIS IS MRS. Carlin's first entry into public service. She and her husband, James, are owners of El Tram Hotel, which they con-

structed upon moving here five years ago.

A native of Cameron, Okla., Mrs. Carlin is a graduate of Cameron High School. She has been a resident of California for 10 years, previously living in Long Beach.

SHE IS 29 YEARS of age and has one son, David, two years of age. She is a member of the Palm Springs Junior Women's Club.

In announcing her candidacy, Mrs. Carlin said that she was seeking election because of her "interest in Palm Springs, its future development and growth."

Concession Published In Izvestia

Would Clear Way Under U. S. Proposal

MOSCOW — Izvestia, the official Soviet government newspaper, said today Russia would welcome any concrete steps leading to a "summit" conference if they were made in good faith.

Western diplomats took the statement as a hint the Soviet Union was prepared to discuss the agenda of such a conference in advance as asked by President Eisenhower.

THE IZVESTIA dispatch appeared this morning shortly after Communist party chief Nikita Khrushchev renewed his plea for an East-West non-aggression pact and a summit conference. He made the remarks Monday night while chatting with western diplomats at an Indian Embassy reception.

Izvestia devoted five of its six pages today to a full-page editorial on the prospects of summit talks and to a summary of replies by Eisenhower, British Prime Minister Harold Macmillan and French Premier Felix Gaillard to summit invitations from Premier Nikolai Bulganin.

IZVESTIA ACCUSED the western Big Three of airing baseless arguments against Bulganin's call for such a conference to end the cold war.

It mentioned the western replies and said their baseless arguments against the Soviet proposals are being used to distract public attention in the United States, Britain and France from the real and vital problems raised in Bulganin's messages.

THE EDITORIAL said the three western leaders gave no convincing explanations why serious talks between the heads of various states cannot commence in the next few months. It said the danger of an atomic-rocket war would increase if such talks were not held.

Examination Set For Cathedral City Postmaster

The Civil Service Commission today announced opening of examinations for the job of postmaster for the Cathedral City Post office.

The post office is now under the supervision of Acting Postmaster Chuck Linn.

Applications will be received by the Civil Service Commission until Feb. 18. Applicants for the \$4,890 a year job must have at least two years of postal experience, must be between the ages of 18 and 70 and must have one year of residence in the area.

All applications, which may be obtained at the Cathedral City Post Office, should be mailed to the U. S. Civil Service Commission, Washington, 25, D. C.

Election May Be Dropped

A possibility that the City Council will drop the planned DeMuth Park purchase bond election scheduled tentatively for April 8, was voiced at the informal meeting yesterday at the Chi Chi restaurant.

Council heard yesterday that the land may be put up for bid by the heirs and the Bureau of Indian Affairs, and decided to rescind its previous action.

WANT TO SELL HOME? 99 BUYERS ARE STILL WAITING

Be sure that you have a large yard if you plan to sell your home through Desert Sun Classified Ads, is the advice of Mrs. Harvey Aker of Cathedral City. Listing her new stucco house for sale, she reported having over 100 calls, with "nine people in the yard at one time, all wanting to buy it."

If you have a home for sale, there are 99 more prospective buyers left from Mrs. Aker's ad. Use the "dynamite ads," as she described them. Dial FA 5-5065 and ask for

CLASSIFIED

Late News Bulletins

DOW-JONES 2 p. m. Stock Averages--
30 industrials 448.29, off 0.17;
20 railroads 107.27, off 0.47; 15 utilities 72.27, unchanged, and 65 stocks 152.69, off 0.17.

ANKARA, Turkey UP — The military committee of the Baghdad Pact nations has adopted a NATO-type concept of defense bolstered by U. S. promises of military aid, American sources said today. Secretary of State Dulles is present as an official observer.



MAYOR JERRY SANBORN hands Mounted Police Lt. Fred Ross a proclamation setting Jan. 27 to Feb. 2 as Palm Springs Mounted Police Rodeo Week and urging all residents and winter visitors to attend the events scheduled for the week.

Funds from the Rodeo are used by the Mounted Police to purchase equipment for the rescue unit which has gained state-wide recognition for its organization and accomplishments. (Desert Sun Photo)

President Plans to Attend Funeral Services for His Brother, Arthur

WASHINGTON — President Eisenhower expects to fly to Kansas City, Mo., Wednesday to attend funeral services for his brother, Arthur, the White House said Monday night.

White House Press Secretary James C. Hagerty said details of the chief executive's plans probably would be known today. There was no indication the President would cancel his scheduled appointments today.

ARTHUR EISENHOWER, eldest of the Eisenhower brothers, died Sunday night of a heart ailment in Kansas City. Funeral services will be held at 11 a.m. p.m. Wednesday in Kansas City with burial later in New York.

The President also is expected to attend the New York services. The chief executive was scheduled to meet today with Republican House and Senate leaders and hold a farewell meeting with Heinz L. Krehbiel, German ambassador who is leaving this country next week.

HE MAINTAINED his busy schedule Monday and appeared in good spirits.

Funeral plans for the President's brother were not announced

CVAPC Names Chairmen for 17 Committees

Chairmen for 17 committees were named last night as the Coachella Valley Advisory Planning Committee marked its first 1958 meeting.

New committee chairman appointed during the CVAPC meeting at Laury's Steak Ranch were:

William Cook, membership committee; Claude Cobb, financial; Ted Smith, public relations; Hal Kapp, program; James Westfield, policy; Dr. James Compton, by-laws.

Clarence Washburn, highways and roads; Frank Hamerslag, health, sanitation, safety and fire protection; Lowell Weeks, water resources and flood control; Jack Jenkins, subdivisions, building codes and industrial development; Richard Whitmore, land-use and community improvement and protection.

Jerry Bunker, tax structure evaluation; Gail Brumwell, educational system evaluation; Ed Atwater, public utility evaluation; Chris Duncan, law enforcement and judicial system evaluation; Art Cavanaugh, Civil Defense program evaluation; and Herb Eccleston, air pollution study.

Council Meeting Dates Listed

City administrative officers today drew special attention to the change of meeting dates for the City Council.

With Feb. 12 being Lincoln's Birthday, the council has moved its meeting forward to the eleventh, and the last meeting of February will be held on Feb. 25 so that the ballots from both the re-districting and annexation of Section 30 can be canvassed.

A Lowell Quip

CAMBRIDGE, Mass. —(UPI)—The late President A. Lawrence Lowell of Harvard University once quipped: "No wonder colleges are reservoirs of knowledge. The freshmen bring a little in and the seniors take none away, and knowledge accumulates."

SUNAIR
DRIVE-IN THEATER
Hiway 111 FA 8-3111

MICKEY ROONEY
BABY FACE NELSON
...who was the FBI's Public Enemy No. 1

WAR DRUMS
COLOR

No Down Payment

DRAGON WELLS MASSACRE
AN ALLIED ARTISTS PICTURE

DRAGON WELLS MASSACRE
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Rossellini Suit Asks Annulment Of Marriage

ROME — Roberto Rossellini filed suit two months ago to have his marriage to Ingrid Bergman annulled, it was disclosed today. She is not contesting the action.

Rossellini filed the suit shortly after he won a legal separation from the Swedish actress, court records showed.

The suit is based on the grounds that Swedish law did not recognize Miss Bergman's Mexican divorce from her first husband, Dr. Peter Lindstrom, a surgeon.

INGRID'S ATTORNEY said she was "admitting the facts" cited in the Italian movie director's suit — that the Mexican proxy marriage was null and void because both parties were living in Italy.

Miss Bergman is represented by Rome Attorney Ercole Graziadei who made the legal arrangements for the Bergman-Rossellini marriage in 1950 and then arranged the separation.

Graziadei declined to comment on the case.

THE COUPLE separated last Nov. 7 after seven years and five months of marriage. They have three children, a son, Renato Roberto, and twin girls, Isabella and Isotta.

The children are now in Rome. Under the terms of the separation agreement Miss Bergman may not move the children from Europe until they are grown. Rossellini may visit the children when he wishes.

Rossellini is in Paris working on a film.

Miss Bergman is in London making a picture with Cary Grant.

Both refused to talk to newsmen.

CV Translator Boosters Plan Benefit Dinner

Coachella Valley Translator Station boosters will stage a benefit smorgasbord dinner at La Quinta's Desert Club Wednesday night.

All proceeds will be added to a fund organized for payment of the Valley's first Translator television station.

Scheduled to run from 6 to 10 p.m., the dinner was planned by Dick Whitmore, president of the Coachella Valley TV Club, and A. L. Wood, also of the club, with the assistance of Charles Soffer, Desert Club public relations chief.

Special entertainment has been programmed for the smorgasbord. Tickets may be obtained from any TV Club member or from the Desert Club.

Police Station Plans Ready

City Council expects to see the completed preliminary plans for the new police station next week, and may take action on them at the coming meeting in February.

Being finished by Architect John Clark, the plans call for an approximately 13,000 foot building across from the present City Hall.

Section 25, T4S, R4E, S34M, and bounded by Araby Drive, Morongo Trail, Barona Road and Algodones Trail.

This notice is being sent to all property owners of record within 400 feet of the aforementioned property. Opportunity will be given at said hearing for all interested persons and the general public to be heard.

CITY COUNCIL OF THE CITY OF PALM SPRINGS
By MARY G. RINGWALD, City Clerk

Dated this 9th day of January, 1958
Published Jan. 28, 1958

NOTICE IS HEREBY GIVEN that the City Council of the City of Palm Springs, California, will hold a public hearing on Wednesday, February 25, 1958, in the City Council Chambers, 3200 McCallum Way, Palm Springs, California.

The purpose of this hearing is to consider appeal from Planning Commission denial of application by Harry L. McKee, et al., for change of zone from R-1a zone district to R-2 zone district for that property described as Government Lot 2, as shown on Assessor's Map No. 50, and being located in the SW 1/4 of the NE 1/4 of

LEGAL NOTICE

NO. 117
RICHARDSON & HENDERSON
Attorneys for Plaintiff
Address—174 N. Palm Canyon Drive
Palm Springs, California
Telephone FA-1-5323

IN THE JUSTICE COURT OF PALM SPRINGS JUDICIAL DISTRICT COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

THE CENTER, Inc., a California corporation, Plaintiff,
vs.
JOSEPH L. KIKTAVI, Defendant
NO. 956 SUMMONS, C. C. P. Sec. 407

The People of the State of California send Greetings to:
JOSEPH L. KIKTAVI, Defendant.
YOU ARE HEREBY REQUIRED to appear in an action brought against you by the above named Plaintiff, in the Justice Court of Palm Springs Judicial District, County of Riverside, State of California, and to answer before the Judge at his office in said Judicial District, the complaint filed therein, within ten days (exclusive of the day of service) if this summons is served upon you within said County; or within thirty days if served elsewhere.

And you are hereby notified that unless you appear and answer as above required, said Plaintiff will take judgment for any money or damages demanded in the Complaint, as arising upon contract or will apply to the Court for any other relief demanded in the Complaint.

Given under my hand and the seal of the Justice Court of Palm Springs Judicial District, County of Riverside, State of California, this 26th day of December.

EUGENE E. THERIAULT,
Judge of Palm Springs Judicial District, County of Riverside, State of California.

ATTEST: ETHEL S. CARROLL, Clerk of Justice Court.
Published Jan. 24, 25, 26, 29, 30, 31 and Feb. 1, 4, 5, 6, 1958.

NO. 477
NOTICE OF FORECLOSURE SALE
SHERIFF'S SALE NO. 66652

RAY L. DILL
Plaintiff
vs.
SYDNEY C. CHARNAY AND RACHEL CHARNAY ET AL.
Defendants

Execution on Foreclosure, and Order of Sale and Decree of Foreclosure and Sale under and by virtue of an execution on Foreclosure, and sale and decree of foreclosure and sale issued out of the office of the County of Riverside, State of California, on the 26th day of December, A. D. 1957, in the above entitled action, wherein RAY L. DILL the above named plaintiff, obtained a judgment and decree of foreclosure and sale against SYDNEY C. CHARNAY and RACHEL CHARNAY defendants, on the 20th day of December, A. D. 1957, in the County of Riverside, State of California, and the sum of SEVEN HUNDRED THIRTY FOUR and 77/100 Dollars in lawful money of the United States, besides interest, costs, and expenses, and the sum of \$14,618.74, which said judgment and decree was, on the 26th day of December, A. D. 1957, docketed in the County Clerk's office of said County, in the County of Riverside, State of California, and the judgment roll in the action in which said judgment was recorded and entered is filed in the Clerk's office of said County, in the County of Riverside, State of California, and the sum of \$14,618.74, which said judgment and decree was, on the 26th day of December, A. D. 1957, docketed in the County Clerk's office of said County, in the County of Riverside, State of California, and the judgment roll in the action in which said judgment was recorded and entered is filed in the Clerk's office of said County, in the County of Riverside, State of California, and the sum of \$14,618.74, which said judgment and decree was, on the 26th day of December, A. 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Mobile Homes

By BETTY SCHROEDER

Skyridge
Newcomers to the park are Mr. and Mrs. John Nyström. Mr. and Mrs. Don Heher have returned to the park, having been away since before Christmas. Leroy and Kathryn Tooker of

San Jacinto, former residents of Sky Ridge spent Wednesday as guests of Estelle and Vernet Bloesser, and Mr. and Mrs. Ed Vincent returned Sunday after spending a week in Banning.

Saturday night a second Community sing is planned for the residents of the park.

THE POT LUCK Dinner held at the Club House Thursday evening was a success. The dinner was then followed by movies.

Shuffleboard is the topic of conversation and excitement here. The intra-park tournament Tuesday was interesting. Sky Ridge and Sahara played at Sahara, and Sahara won.

The Ladies Singles Shuffleboard tournament played on Fridays is enjoyed. The winners last Friday were Cheta Ranson and Hazel Ritzer. Sunday, something different was tried, the women played against the men and the women won. Monday's winners in the Men's Singles were Don Heher and George Trim.

Ramon Trailer Park

Frank Wulff and Herb Wyckoff have returned from the hospital and are very much improved.

New residents here include Emma and Warren Chapman, Cliff and Loretta Simon, Mr. and Mrs. E. J. Scellars and Ruth and Tommy Walsh.

Two birthdays were celebrated this month, Art Maxson and Maude Frost, on Jan. 21.

ONE OF THE park's Pot Luck's was held, with approximately 150 attending again this week. Specialties were enjoyed by all.

The Guys and Dolls Coffee Club that meets every Tuesday and Friday have had two successful meetings lately. Lou Hull decorated the tables last Friday with a desert scene and Myrtle Montgomery chose spring flowers for the Tuesday decorations. Coffee and refreshments are enjoyed each meeting plus chatting with neighbors new and old.

Ramon's Saturday night dances are being well attended. Rose Dykes provides the music, coffee and doughnuts are provided by the park and all trailers who wish are invited to join the ballroom dancing and the fun.

HI-POCKETS

I FELL ASLEEP
HOW DID
YOU MAKE OUT
WITH YOUR
SAND-WRITING?

PAY
your
Newspaper
boy

Illustration of a man writing on a beach towel.

HI-FI COMPONENTS...

Altec, Bogen, Garrard
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Bozak, Norelco, RCA
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HI-FI
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Edith's
Sun & Sand Fashions
Home of the "Living" Mannequins
SHOW TIME AT 8 P.M. EVERY FRIDAY NIGHT
745 N. Palm Canyon Drive Phone FA 5-5582



PROPER CHILD CARE is the theme of Mrs. Richard Harries' demonstration on how to dress an infant. Mrs. Harries is instructing a new class for baby sitters at Palm Springs Youth Center. Potential baby sitters looking on are, left to right: Marian Lewis, Lady Colelli, Clara Mitchell, Margo Morrison, Julie Krysiak, Janie Heise, Sherry Michel and Cheryl Eassett. (Desert Sun Photo)

'Icarians' Visit At Whispering Waters Hotel

RANCHO MIRAGE — Many members of the "Icarians" Burbank Flying Club, gathered at Whispering Waters Hotel over the weekend for one of the Club's several social gatherings throughout the year. Some flew in, others drove due to inclement flying conditions.

A special turkey dinner was prepared for the visitors by master chef Frank of the Santa Rosa Room, Whispering Waters dining room.

Present were Messers and Mesdames Jack Behnke, John Reese, R. E. Weston, D. W. Hillmer, Matt Jacobson, and son, Maurice E. Prizant, C. A. Malone and son; Dell Davis, W. Berg, R. W. Hammond, Leo Partridge, M. J. Mantell and son; C. Kanbe and Mrs. Crosetti and two teen-age daughters.

Also Bob Brown and Elsie Bell, who flew in from San Francisco, and Mr. and Mrs. Gerrit Pastema, who flew in from Michigan for the occasion.

Among the weekend guests at Whispering Waters, now under the management of Ernie Boudreau, formerly of Shadow Mountain Club, were Dr. and Mrs. Miles Griffin of Piedmont.

Rancho Mirage Swimming Club Seeks Members

RANCHO MIRAGE—Mrs. Pearl Miller, manager of Rancho Mirage Swimming Club (now owned by Rancho Mirage Properties), announces that memberships are now open to other than Rancho Mirage property owners.

Membership fee will be ten dollars a month to anyone joining now, and will remain the same throughout the summer months. If the response permits, the pool will be kept open during February and March, the ideal desert outdoor season.

Mrs. Miller, well known swimming and diving teacher, stresses the importance of swimming in relation to good health and vitality.

Sixty per cent of the working women in this country are married. Only one in four "career girls" remains single.

Youth Center, United Fund Agency, Fills Definite Need

Palm Springs Youth Center, a United Fund sponsored agency, fills a valuable need for youngsters of Junior and Senior High School age. The facilities are open to the students seven days a week, with planned activities for each day, besides television for use of the group and ping pong and other games set up at all times.

Instruction is given in a number of fields. Newest is the baby sitting course, which will have six weekly lessons, and which started last week. This Better Baby Sitters class is sponsored by Mrs. Earl Hough, and had a registered nurse talk before the first meeting.

THERE ARE ALSO numerous clubs in operation within the Youth Center. These include photography, electronics, chemistry and car. All of these are conducted independent of adult supervision, with the youngsters being taught to administer their own projects.

Each year the Youth Center holds an official election where members are given the opportunity to select their own governing body. The large number of votes cast in the last election reflects the interest members take in their own organization.

AMONG THE PLANNED activities each week are: Monday night, dancing class for Junior High School, co-sponsored by City Recreation department with Jon and Edna Torrence teaching; Tuesday night, Baby sitting class; Wednesday, Knit-Wit Klub, which is a knitting class for the girls, with Mrs. Elizabeth Kratzer as instructor; Thursday night, movies of an educational and entertainment variety; Friday night, Junior High dances twice a month.

The Center is open every day and Carl Plate, director, reported that participation in drop-in activities has hit an all-time high, with an average of over 100 in daily attendance, and that membership in the Center has increased noticeably over last season.

NEXT BIG EVENT on the program for the sports minded youngsters is the City Ping Pong tournament, co-sponsored by the City Recreation department.

Representatives from the Youth Center have been attending Southern California Youth Association meetings three times a year. As this is attended by young people from other Southern California centers, they are given an opportunity to compare the work and games of other places and take part in discussion groups.

and gather new ideas.

FOR ITS OPERATING expenses the Youth Center must look to United Fund. A budget of \$14,290 has been submitted, which is used for maintenance and operation of the Center's building, television sets and games; leadership salaries, expense of tree trips to Southern California Youth Association meetings, refreshments at dances and other expenses.

Those who have not already donated to United Fund are urged to do so immediately, as this is a drive of all Community Chest organizations combined into a single drive. United Fund headquarters are at 119 North Palm Canyon Drive, in Desert Inn garage.

Motorist Fined After Involved In Accident

Palm Springs motorist Leonard F. Ferrell paid a \$158 fine for drunk driving yesterday after his car careened off three autos parked at the curb of 450 Avenida Olancha.

Ferrell, 49, of 1563 South Palm Canyon Drive, also had his driver's license suspended for 90 days by Judicial District Judge Eugene Theriault.

Police said Ferrell, who was uninjured drove his auto into three unoccupied parked cars Saturday night. The damaged autos belonged to Kierna Paschall and Ethelyn Russell, both of 450 Avenida Olancha, and William Cowley, of Norwalk.

Imported Insects

MOSCOW, Idaho—(UP)—Southern Idaho cattlemen and sheep-growers are interested in getting certain types of insects imported from arid sections of Europe and Asia. These insects, according to a U.S. Department of Agriculture entomologist, feed on halogeton, a cattle and sheep - killing weed which range men have been fighting to control in southern Idaho. The University of Idaho agricultural extension service told the cattlemen and sheep-raisers about the insects.

Endicott Monopoly

SYRACUSE, N.Y.—(UP)—The Syracuse University cross country track team elected Bob Osborne of Endicott as captain for 1958. He succeeded Bryant Wood of Endicott. And Anthony Anness of Endicott was elected to head the freshman cross-country squad.

David Gould, Active in Civic Work, Succumbs

David H. Gould, 78, of 580 Desert View Drive, a familiar figure in local charitable and civic affairs, died at City of Hope Hospital at Duarte following surgery Sunday.

Gould had been confined to the hospital for the past 10 days, according to his longtime friend, Police Chief August Kettmann.

A native of Romania, Gould came to Palm Springs from Los Angeles four years ago. He was formerly active in the merchandising business.

During his retirement in Palm Springs, Gould was an enthusiastic supporter of various civic and charitable projects. He was a member of the Elks Lodge and the Palm Springs Desert Museum.

He leaves two sons, Milton and Wallace, and a daughter, Anne, all of New York.

Kettmann said the body will be cremated and sent back to New York for interment. There will be no local funeral services.

Rodeo Meeting Set Wednesday

Final plans for the Rodeo Feb. 1 and 2 will be made by the sponsoring Mounted Police at a meeting at 8 p.m., Wednesday, at Los Compadres Clubhouse. All members are urged to attend.

The largest number of accidental deaths on farms occur among the 13 to 19-year-olds, next largest number among children 10 to 14, and then those under 5 years.

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Christmas Club

THERE'S still time to have your Christmas bills PAID IN ADVANCE next Christmas! By saving in Christmas Club you'll have the cash you need for gifts—for taxes—for bills! You can still join...but you'd better hurry. Next November you'll receive your Christmas Club check for the full amount you've saved, plus interest on all completed clubs!

Have the money for Christmas needs on hand—in advance. That way, you'll be all clear by the first of the year!

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HAVE YOUR BILLS PAID IN ADVANCE NEXT CHRISTMAS!

JOIN NOW —it's not too late for '58 but this is the last call!

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JANUARY SALE ENDS SOON

Just to remind you... all clearance items are from our regular stock, but not our entire stock. Special groups and assortments are "wide" but not complete... for that's the nature of a CLEARANCE. AND REMEMBER, no purchase is ever final at **MONROE'S** until you are completely satisfied... sale or no sale!

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The Desert Sun is an independent newspaper dedicated to truth, accuracy and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defeat of that which it believes to be wrong.

National Administration Acted Fast to End 'Slump'

Whatever one's partisan affiliations might be, it must be admitted that the national administration has swung into fast and widespread governmental action to overcome the present business "slump."

As early as last October, when first signs of a minor decline appeared, the Federal Reserve Board took prompt action in reducing the interest rate to banks in a move to ease the "tight money" situation. This is now beginning to show beneficial results throughout the country.

Of sweeping importance also was the more recent lowering of margin requirements on the stock exchange from 70 to 50 percent, a long range move to halt falling prices and help restore a forward outlook to the market generally. Already this has shown constructive gains.

Biggest boost for business is certain to come from the greatly increased defense program in the armed missile and satellite fields. The speed with which plans were prepared and adopted means that the start on the stepped-up schedules has been advanced by months in

most instances. The nation's top economists now believe that business gains will actually become apparent, notably in employment, during the first three months of 1958 whereas it had previously been estimated that it would require until the second or third quarter of the year for such results.

Added to all of this is the 42-point program submitted to Congress by President Eisenhower covering the entire field of progress for national endeavors towards general improvement. While many of the features have been previously proposed but failed to gain congressional approval, both senators and congressmen seem to be in a much more favorable mood during this "outer space" session, and it would not be surprising if some of the large nationwide school, highway and other projects were also given passage.

Altogether, the fast action of the administration coupled with the prompt and thus far unanimous support of Congress, should bring an end to the business slump in record time and could even make 1958 a banner year in almost every important respect.

Let's Pay Our Share

WASHINGTON, D. C.—It could be that the five-cent stamp, as requested in the President's budget, rather than the traditional five-cent cigar, is what the country really needs.

This is not a popular proposition. I expect from experience that several dozen persons will spend postage, wire costs and phone charges to upbraid me for the heresy. But these protests are "too much." They only serve to prove the case.

THE FIVE-CENT stamp would be pregnant with meaning. It would signal the liberation of millions of Americans from this form of Federal debt. It would represent an act—how different from the torrents of words!—by which we showed a willingness to pay-as-you-go. It would strike a blow for the liberty of our children whom, poor innocent souls, we have already enslaved with debts which are simply incompressible.

And if, as I anticipate, the dead cats fly wherever this piece gets read, they will be flung by organized pressure groups who have a sizeable financial interest in letting the general taxpayer pick up the postal costs, or part of them. My prejudice in favor of American business enterprise has never been concealed in this or any other place.

BUT THE COUNTRY is too much ruled by pressure groups, and this is a convenient time to say so. If Congress turns down the President's proposal (as seems all too likely unless Congressmen hear from casual as well as commercial mail-users) it will not be because the plan lacks merit. It will be because too many of us in this burgeoning Welfare State have become

lotus-eaters and have lost the will to come home to reality.

It is right and proper that the nomination of a good nickel cigar as America's greatest need came from the reign of Woodrow Wilson. It was a time, like our own, when every trivium was inflated to super-significance by the pundits of pomposity. Vice President Marshall of Indiana displayed the kind of horse sense that earned him the name "Hoosier" when he spoke up for the poor man's smoke instead of reciting Wilson's platitudes, or the need of body-covering garments for the naked Hottentots.

EXCEPT FOR this solitary shaft of wisdom, Thomas Riley Marshall has gone unsung. He was one of those straight-faced humorists who left people wondering whether he was making sense or nonsense. Mark Twain created a character of this sort in "Pudd'nhead Wilson" who spent many years living down a facetious remark.

Still, we had better take wisdom where we find it, and by 1922 Columnist F. P. Adams was saying that what we needed was a five-cent nickel. If we had stuck to the Hoosier simplicities, even banalities, of life and avoided inflation of our meddlesomeness and our money, maybe we could still carry the mail for two or three cents. But we didn't, and we can't.

THE BEST REASON for supporting the President's stamp proposal is that it is not a solitary or arbitrary item of the budget. It belongs to a cluster of items which—incredibly as it seems!—appears to hark back to Ike's first term when he promised to "clean up the mess" because it was "time for a change" from the New Deal.

Letters to the Editor

Editor
The Desert Sun

We of the Women's Auxiliary of the Angel View Crippled Children's Foundation, as well as our many friends, were delighted with the page in the Mid-Winter

Edition of your paper about our project.

We wish to express to you our sincere thanks and appreciation for your support and expression of confidence.

We are anxious to have people know about the wonderful work

that is being done to help these handicapped children. As your paper is circulated throughout the United States we are sure it will bring satisfying results. You are always so cooperative in giving us publicity, for which we are most grateful.

We wish also to convey our sincere thanks to Mr. Joe Schell, who was so helpful in arranging the display and we do appreciate his time and effort on our behalf.

Sincerely yours,
Mae S. Miskell, Secretary
Women's Auxiliary of
Desert Hospital

Editor
The Desert Sun
The Palm Springs Business Women's Club wishes to thank you for your generous and enthusiastic support of the eleventh annual Gaslight Gaieties.

We feel that the genuine interest and courtesies shown us by our many friends and associates made this our most successful year.

Thank you again.
Cordially,
Palm Springs Business Women's Club
Virgie Dragicevich
Corresponding Secretary

Quotes from the News

CHICAGO — President Eisenhower, in a departure from his prepared text at the GOP rally Monday night, on reorganization of the Defense Department:

"In this, I intend to participate personally until the job is done."

MUDDY, Ill. — Mrs. Christine Ratley on efforts by the county dry association to wipe Muddy, the only wet town in dry Saline County, off the map:

"I'm against liquor, but I don't know whether I want Muddy wiped out because of that."

PLAINFIELD, N. J. — Paul Miller, president of the Gannett Newspapers, commenting on the space race with Russia:

"We have been behind before and we have caught up and gone

ahead. We'll do it in this case. Indeed, we are already coming back and fast."

SAN FRANCISCO — Sister Celestine of St. Elizabeth's Hospital, a Roman Catholic institution, on the 10-year-old San Jose, Calif., girl who gave birth to a seven-pound baby boy:

"She's had more attention here and better food than she ever had in her life. I think she'll adjust well."

CHICAGO — Prima Donna Maria Meneghini — Callas, the moody diva, on the dozen curtain calls and standing ovation she received after singing seven arias at the Civic Opera House:

"I'm very happy. Now I can sleep again."

'We Must Be NonPartisan About th---WOW!'



THIS SIDE of The Sun

By Phat

Just one week left
To procrastinate,
Put it off and
Pay a higher rate.

That's those little green tags to go on your rear license plate. I mean, the rear plate of your automobile.

Feb. 4 is the deadline and if you delay until after that date, they'll sock you extra—very much extra.

This warning is just another public service rendered by this column.

SEE WHERE it is predicted that 6½ million of those green tags will be issued this year.

If so, you are going to see letter combinations starting with N and beyond.

When these plates with the three letters and three numbers first went in two years ago, I spent an evening of real mathematics. Figured out that leaving out the 1s, Os, and Qs, which they do, and the three-letter words which might offend, you would have better than 5½ million combinations.

SO THE ONLY PLATES which started with a letter below M were those issued to disabled veterans. They are VET.

But with 6½ million autos expected, we'll soon see NUT on the license plate as well as behind some of the steering wheels. By the way, I saw an appropriate plate Monday. The driver was over in the center lane and going about 25 m.p.h.

His plate started with LAG.

SPEAKING OF putting it off, I've got a puzzle. Looked over the new issue of the city directory the other day and twice noted that in the line where they give a man's business, the word "procrastinator" and wondered what that meant.

Neither of the two I saw seem to be of the "manana" type.

INCIDENTALLY, the new issue of the City Directory is just another proof of how Palm Springs has grown. When I first came here, the directory was no fatter than a railroad time table. Well, anyway not much fatter.

But now it's a good-sized volume.

Back then the last name used to be George Zuaganalis. Now he's sixth from last.

The first names are A-I firms which doesn't seem right. That's A-O and it seems to me that A-A should be first.

ART JARRETT, president of the Boys' Club of Palm Springs is happy and grateful and well he might be.

Palm Springs came through in great shape to help the club get its new building and Jarrett said work will start on the clubhouse on Sunrise Way within a month.

That's a great project and an important one. There are big plans ahead for the club which is providing wholesome recreation for our kids.

VILLAGE MOTHER met her girl at the school bus stop.

"Didn't you tell me once, mother, that if any kid got sick on the bus they should use their lunch box?"

"Yes, dear," said the mother.

"Then would you mind cleaning mine?" the child asked.

That's what I call breaking it gently.

STAN DELAPLANE'S

Postcard

Rain is falling again. The great dark-green mountains of Michoacan are hung with black clouds and the Mexican Tourist Bureau issues a daily agonized bulletin that this is UNUSUAL weather.

"Violento Norte En Vera Cruz y Tampico," says the headline in Mexico City's daily Novedades. The highlands are cold from Chihuahua to the Valley of Mexico.

WE ARE IN MORELIA today.

Once known as Valladolid after the Spanish city. In the old days, it was the summer home of the Spanish viceroys. The hero-priest of the Independence, Morelos, was born here.

His home is a museum on the tourist maps.

If you ask directions to the hot baths at Cuicicho, you pass by the hill of Las Bateas where he had 200 Spaniards shot—a piece of history not mentioned in the tourist guides.

THE PILLARED Hotel Virrey de Mendoza was the home of the viceroys. And Mendoza himself looks down haughtily from an oil painting over the fireplace.

For a change I am staying at the Villa San Jose. Two miles south of the highway that runs from Nogales to Mexico City.

It has a number of roomy individual bungalows. Each has a fireplace burning fat, resinous pine of the highlands. It costs \$14 a day double with three excellent meals.

It is a historic spot.

I LIVE IN THE SAME cottage that sheltered Ava Gardner. Two doors away is the cottage where Tyrone Power fed pine slabs into the fireplace.

They made "The Sun Also Rises" against the colonial backdrop of Morelia.

Nobody can show me exactly where Morelos scragged the 200 Spaniards. But I can show you precisely where "Teonora Parr" pounced Aired Fleen een the nose.

That is history, amigo!

THE ENTIRE company of "The Sun Also Rises" took over

Villa San Jose. It added immeasurably to the stature of the maids who were able to brag:

"This morning I picked up Tyrone Power's pants!"

It does not hurt my stature, either.

Did Miss Ava crawl under the same bed to retrieve the bedside flashlight? I imagine she did.

WHEN I PADDLE around in my bare feet, I am treading in the dainty footsteps of Miss Ava. (I do not know exactly where she stood. But I have walked all around in my bare feet. Just to be sure.)

My feet are freezing. But it is worth it.

Did Miss Ava have the same trouble and lean screaming from the tub when the water suddenly turns cold? That is a heady thought.

NEXT WEEK, Gregory Peck comes here. He will have the same cottage. I am sandwiched between celebrities. It will give me dinner conversation for months.

As the years go by, our proximity will become closer and my story will get better. I imagine.

That is what I do with stories. I will get it to a point where I moved in while Miss Ava was moving out. She came back for a pair of shoes she forgot. I helped her fish them out from under the bed.

AS I WAS MOVING out, Gregory Peck moved in. He helped ME fish out a pair of shoes I forgot. There is no end to improvement I can put on this story. I will tell it at cocktail parties.

People will point me out.

"There is the man who jumped out of the cold water tub just after Ava Gardner. And just before Gregory Peck!"

They will improve the story probably. All three of us will be leaping out at once. I gave them the best towels and kept the scratchy one for myself.

History is not made in Morelia. It is improved when you get home.

EARL WILSON:

Feud

NEW YORK—Yes, it looks like a nice little feud's blowing up between Carol Channing and Marlene Dietrich.

Carol's kidding the panty-girdles off Marlene, Tallulah Bankhead, Judy Garland and Betty Hutton, and you can hardly get into the Plaza Persian Room these nights for love or money.

George Burns is about to launch a TV series for Carol, whom he considers a great talent for all you people out there in videoland.

"Do you think it's right to treat Marlene like that?" I asked Carol one night recently.

In the act, a grandmother in a black negligee lies on the floor with legs pointed ceilingward. In an accent, she says, "But let's talk about you for a while. You got tunk of my outfit? Is it too vlimsy for a grandmother?"

"What I do isn't the kindest thing in the world, but I think it's amusing," Carol replied. She was drinking a bottle of beer up in her suite.

"Would you be willing to give it up if Marlene requested it?"

Carol said no in a round-about way. "Well, I think it's one of the high spots of the act," she said. Indeed, she said Marlene had "complained to her agents about this awful Hollywood claptrap I'm doing and carried on and on about it."

But Marlene took a lofty attitude when I asked her about it.

"Dear, I don't care what anybody does—I've been imitated so much," she said. "I don't know who started this—it must have been her press agent."

"But she says you made a complaint," I said.

"It makes her a good story," laughed Marlene.

"You didn't make any protest then?"

"Oh, I have much better things to do than that," declared Marlene, who actually is busy making recordings, accepting congratulations on her appearance in "Witness for the Prosecution," and starring "in fabulous Louse Vegas," at the Sahara.

Carol's version is that Marlene saw her do the imitation at the Las Vegas Tropicana, and sat

very sober throughout, although others whooped.

"I introduced her to the audience," Marlene stood up and took her bow very solemnly. I asked her to come backstage and let me give her a rhinestone bracelet personally. Well, I waited for her a whole hour and she never came!"

Hurt a little, maybe, by that, Carol sharpened up the impersonation. Noel Coward, Marlene's chum, who had congratulated Carol on her act in Las Vegas, didn't get in to see her at the Plaza, but dispatched her a note saying, "Keep the flag flying!"

Inevitably the Plaza audience demands "Diamonds Are a Girl's Best Friend"—and this is when Carol tosses out the rhinestone bracelets... \$300 worth a week.

"We buy them for about 75c a dozen, or if the market is good, maybe for 75c we get two dozen. Just today," she said, "I got another crate!"

THE WEEK-END WINDUP... "DON'T PRINT THAT!" A forthcoming show is already in rehearsal though the producers are still trying to raise the cash... A famed entertainer divorced her husband to marry her beau; now the boy friend has cooled off and there won't be a wedding.

Then Henry Fonda show, "Two for the Seesaw," has three publicists, three stage mums, 14 stagehands—and two actors... Nat (King) Cole gave a record album to Stan Musial, who said, "Wish I could knock out his that easy!"

Singer Teddy Randazzo was signed to a long-term by the Las Vegas Tropicana... Joe E. Ross, the Wally Beery-ish comic of the Sgt. Bilko show, couldn't take a role in Yul Brynner's "The Buccaneers"—so it went to Charles Boyer, (Joe's real proud).

The producer and exec producer of the "21" TVer—Al Freedman and Bob Noah—became fathers same day, with their wives in adjoining hospital rooms... A reader notes: "Garden of Eden," the nudist film, has the usual film credits—but no mention of a costume designer... Sophia Loren's entire wardrobe for "The Key" will be striped pajamas and a dressing gown...

MIKE CONNOLLY:

Ava Gardner's Bitter

HOLLYWOOD — Ava Gardner's bitterness against Hollywood, the town she hasn't seen for almost five years, is contained in this curt announcement from London: "I will finish up my 17-year contract at M-G-M this December and then I will make my own independent picture, 'Aphrodite.' Yes, I've been under contract to M-G-M 17 years — and it was 17 years of slavery!"

Ingrid Bergman's "I Thank A Fool," a "Rebecca" type story about a man who forsakes his insane younger wife for an older woman (Ingrid), will be directed by that British ace, Carol Reed.

BITTER PILL (for Hollywood to swallow) about that bitter pill, Charlie Chaplin: Chaplin's anti-American "A King in New York," while severely rapped by most British newspaper critics, has earned its entire \$2,000,000 production cost back for Chaplin in France and Germany alone. From now on, everything it earns will all be "gravy" for Chaplin.

Final estimate on the cost of the recent fire at John Wayne's home is \$250,000—which prompted John to airmail a blank check to his wife from Japan, where he's making a picture, with this note: "To my darling Pilar, the girl who has NOTHING!" (And too true—it burned everything she owns!)

THE HOLLYWOOD wolves are howling: Anita Ekberg breezes back from Europe next Thursday (Jan. 30) — alone!... Italy's movie business has televisionitis too. The great Cinecittà Studio has been put up for sale by an Italian government tired of subsidizing its shaky filmmaking industry.

New Hollywood Duo: Rock Hudson and actress Elaine Stritch. But they claim it's "just friendship"... Funny the way Rock got top billing in "A Farewell to Arms" over his co-star, Jennifer Jones, who also happens to be the wife of David O. Selznick, who ONLY produced the picture!

I WONDERED how it happened and checked up on it. Here's how: A year ago Rock's agent made a bet with Selznick that Rock would rack up at least two best actor - of - the - year magazine awards, if not the Oscar itself, for his work in "Giant."

Selznick took him up on it. The stakes were top billing in "A Farewell to Arms." And when Rock won the Redbook and Photoplay awards it was "A Farewell to Top Billing" for Mr. Selznick!

"How time flies," Jayne and Mickey Hargitay are already back from their Texas-Florida honeymoon and posing poolside for the photographers again.

TV TOPICS — Wow — the television film-makers are now buying more raw film stock from such outfits as Eastman than

Hollywood's major movie studios are buying... Lee Phillips will do a repeat of his Playhouse 90 nips-ups in "The Last Man" in Fox's film version of the excellent TV show.

Jacques Bergerac, Ginger Rogers' ex-had, is fare paid all the way from France to Hollywood just to appear in one TV show for Alfred Hitchcock, "Return of the Hero." Return of the hero is right — I can remember when TV couldn't afford to pay an actor's freight from Glendale to Hollywood!

MONKEY - DOESN'T See - Monkey - Doesn't - Do Item (or: Further Proof of the Power of TV) — It used to be that Hollywood's sumptuous Sunset Strip saloons bloomed because of the big name ringsters, who in turn lured the big - name - hunter - type tourists into the spots. But now the big names are all stay-at-homes so Peter Public is puttering around his TV set too.

MGM-TV, now grinding an old movie hit named "The Thin Man" through the all-consuming TV meat grinder, will relish another old hit as a teleseries. It originally starred Spencer Tracy, Elizabeth Taylor and Joan Bennett. Got it? The new teleseries will be based on "Father of the Bride."

JOHNNIE RAY signed with the State Department to play the Brussels Fair this spring... Christine Carere's causticism to a wardrobe gal in Television City's wardrobe department: "Me wear a panty girle? ME a French girl? Why, I'd feel like a prisoner!"

HERE WE GO AGAIN: Hollywood's teleproduced have \$1000,000,000 (a nice round sum in anybody's bill) tabbed for telefilm production this year. It represents a \$10,000,000 increase over the '57 figure... But telefilm exchequers aren't the only ones burgeoning with booty here in Tinseltown. The live show loot is livening up the local scene too, mostly because of the steady trickle of live teleshows (including Studio One) making the move from New York to the West Coast... No arguments, please — Hollywood IS the Television Capital of the World.

DESILU PRODUCTIONS, plotting a motion picture of "The Lepke Story" (that's the one about Murder, Inc.) want Walter Winchell to work out the story outline for them. Winchell having had close contact with Louie "Lepke" Buchalter and his mob during the wild-and-wooly New York gang wars of the '30s. In fact, Winchell brought the idea to Desilu originally, for The Walter Winchell File series.

Jack Benny heard a heavy-drinking customer bawl out the bartender in a Beverly Hills bar: "Don't 86 me, buster — in a democracy the CUSTOMER decides when he's had enough!"

GRIN AND BEAR IT

By LICHTY



"Comrade agent in U.S. resents being laid off! Says there must be SOME satellite secrets to steal!..."

Saund to Speak Here Saturday On World Tour

Herbert Hass, president of the Palm Springs Area Democratic Club, today reminded villagers and visitors that Congressman D. S. Saund will report on his recent "Good Will" tour around the world at 8 p.m., Saturday, Feb. 1, at the Frances Stevens School auditorium.

His topic will be "How Asia Sees Us," with special reference to Ben Gurion and Israel. Admission is free, with the public invited.

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EDWARD GROSSMAN

Ed Grossman Named Manager Of Savon Shoes

Announcement was made this week by Fae Brezin, owner of Savon Shoe Store located on North Palm Canyon Drive, that Edward Grossman has been appointed manager of the Palm Springs Store.

Grossman lives in Palm Springs with his wife, Sue, and two children, Eliot 9, and Janine 4. They formerly resided in Park Forest, Ill., where both Mr. and Mrs. Grossman were active civic and community workers. He served in the U. S. Air Force during the last war, and has 54 European Theater bombing missions to his credit.

Fae Brezin is also well known in Palm Springs for her activity in community and philanthropic affairs. She and her late husband, Howard, moved to Palm Springs 14 years ago.

Savon Shoe Store carries quality shoes at popular prices. On display here are such popular brands as Jarman and Calumet for men, and for women Vogue, Citation and Vitality.

KCMJ to Change Dial Position With New Power

A flick of the switch tomorrow noon will climax a three-year struggle for more power and desert-wide coverage by Palm Springs' pioneer radio station, KCMJ, acting under authorization of the Federal Communications Commission in Washington, D.C.

By the switch, KCMJ will increase from 250-watts of power to a new 1,000-watts daytime — 500-watts nighttime.

THIS EVENT is the climax of KCMJ's three year struggle to obtain the clear channel frequency of 1010. At one time six stations were contesting for the right to use this frequency — two of them in Las Vegas, Nev.

David H. Margolis, president, announced that the cost involved in securing this power increase far exceeded the original cost of the station.

THE STATION'S executive vice president, Robert D. Blashek, said today the listening area includes one of the fastest growing regions in California, according to figures supplied by J. H. Coffin Research Company. The power increase involves a change in dial position. At 12 noon, Wednesday, listeners will be alerted to change their dials from the old position, 1340, to the new channel, 1010.

Scheduled to pull the switch to start the new "Big Power" is Eddie Cantor, on KCMJ's "Big Power Party," to be broadcast at the stroke of noon. The program will originate from KCMJ's remote broadcasting facilities in Palm Springs and the world-famed resort hotel, Howard Manor.

Rites Conducted For Virginia Bloomberg, 69

Funeral services for Mrs. Virginia Florence Bloomberg, 69, 297 Avenida Olancha, were conducted from Wiefels and Son Chapel, with Rabbi Leon Rosenberg of the Temple Isaiah officiating. Interment followed in Montecito Memorial Park Crematorium.

Mrs. Bloomberg died at 12:30 a.m., Friday at her home, following an illness of short duration. A native of Ohio, she had been a resident of Palm Springs for three months.

Survivors include her husband, Julius; and two sons, Robert and Richard of Los Angeles; and five grandchildren.

The most backward of all animals, the crayfish has its teeth in its stomach and its liver in its head.



PRISCILLA CHAFFEY was honored guest at a cocktail party aboard the luxury liner Lucania, while on her "Halfway Around the World in 97 1/2 Days" tour. She is pictured with Arthur Stanley, left, interior decorator from Pittsburgh and frequent Palm Springs visitor, and Capt. Luigi Magrini, master of the Italian liner.

Halfway Around the World in 97 1/2 Days

EDITOR'S NOTE: Priscilla Chaffey, longtime Palm Springs newspaper woman who now lives in Carmel, is currently on a trip "Halfway Around the World in 97 1/2 Days." This is her third report on the tour, with other articles to follow.

By PRISCILLA CHAFFEY

Thank God for Roy Randolph! If it weren't for Randolph and his dedicated efforts to teach us to dance, we'd have been a blot on the social reputation of the USA.

We're now on a different boat. This one, very de luxe passenger vessel, is owned by the Brothers Grimaldi who seem to have a big Italian shipping company operating out of Genoa. The theory is that it is en route to Caracas, Venezuela, and stops off at the Canary Islands on the way.

WE HAD NOT BEEN out of Genoa many days before the Captain decides to give a cocktail party in honor of his American passenger, La Signora Chaffey. Everybody on board seems to know all about this except Chaffey, who being able to neither read nor understand Italian is in dark about what's going on as usual.

We begin to smell a rat when the head steward kept rattling around our stateroom door wanting to know if we weren't ready for the cocktail? We were not and we couldn't figure what it was to him anyway.

HAPPILY, ALL persons who have spent many years in Palm Springs have a big slice of ham in their lives. When we finally made our way to the lounge the Captain came surging out and took our hot little hand and led us to a sort of divan slightly raised above the pool level. Everybody rose and drank our health as soon as we got settled down. So then we rose and drank theirs and this went back and forth with diverse expressions of mutual esteem for some time.

Then the orchestra stuck up a rumba and the Captain led us out into the middle of the dance floor, quite a large floor. Protocol apparently has it that the Captain's first dance with his guest of honor is a solo, so 22 ship's officers and 80 passengers stood around and watch. We'd have spooked for sure if Roy Randolph hadn't taught us to dance. Thanks to that, and the fact that sweet Vermouth is too horrible to be intoxicating, we were able to get right into it.

IT IS FUN, AFTER coming from San Francisco to Genoa via passenger carrying freighter, to be aboard a first rate luxury passenger liner, although the passenger boat is not as steady in the seas as the freighter. But the boat has a really good dance

orchestra and very luxurious appointments.

All European passenger list except for one American, with whom we sit at table. He is Arthur Stanley, an interior decorator from Pittsburgh. And guess what? He decorated the house Paul Williams designed for Mrs. Eleanor Blue on Tahquitz Drive across from the George Robertsons.

He helped her select the building site which happened to be owned by John R. E. Chaffey and Charles Mathews. No wonder people keep ringing in that old cliché about it's a small world.

MR. STANLEY is dedicated to getting back to Palm Springs as soon as he can. He wants to get warm. Rome was cold. Florence was cold. Spain, likewise.

Many of these traveling Europeans seem to know about Palm Springs, that and Carmel, Calif.

In addition to its 80 First Class passengers plus Pooh Bear the Poodle, the ship carries about 1,000 Tourist class "emigrants." These are mostly very young men, going to Caracas from Naples, Genoa and Barcelona. There seems to be a tremendous boom on in Venezuela and they are going in boatloads every week to get work. Many of them have only one or two days food money in their pockets, counting on immediate work. The entire family assets went for their passage money to the new world.

WE HAD THE recent copy of Time Magazine, European Edition which had quite an account of the current Venezuelan boom and we gave it to one of the boys who knew some English. That was one worn out copy of Time when those boys got through with it. The whole thing seemed pretty sad. Lots of weeping moms on the dock at Barcelona where several hundred boys came aboard. Tomorrow comes the golden day we've traveled halfway round the world to greet. The day we see for the first time the Canary Islands, that group of seven islands in the

South Atlantic just 72 miles off the coast of Africa!

THE ENCYCLOPEDIA Britannica, which is one of the few sources of information on the Canary Islands we have found in English, says they were discovered by the Phoenicians in 40 B. C. They were known by the Greeks as the Fortunate Islands and because of their beauty were a favorite rendezvous for the souls of departed heroes.

Legend has it that they are the last tag end of the Lost Continent of Atlantis, and it seems to be historically true that the first explorers reported finding men and women of heroic stature and great beauty.

Anyway, the first glimpse of the peak of Tenerife hanging like a mirage in the sky in its snow capped splendor is a sight we are all fired up to see. And to hear the birds singing and to smell the fragrance of flowers waited far out to sea. That's what the Encyclopedia Britannica says, the fragrance of the flowers is waited far out to sea.

Bank Renames All Directors

Bank of America stockholders reelected all members of the board of directors at the annual meeting in San Francisco.

The board also declared the regular quarterly dividend of 45 cents per share payable Feb. 28 to stockholders of record on Feb. 7.

Safer Behind Bars

PORTLAND, Me. — (UP) — Police have ruled the turnkey's room in headquarters out of bounds for questioning of prisoners. Too many police officers were getting hurt in scuffles with obstreperous prisoners. The new policy is to lock up prisoners in a cell and toss questions from outside the bars.

SUNAIR

By JEAN PATANE

Weekend houseguests of Mr. and Mrs. Billy May at their attractive desert home were Mr. and Mrs. Herbert Mohle of Laguna, Mr. May is recording arranger, under contract to Capital Records, and he and Mr. Mohle are affiliated in the Maytime Music Company. Mr. and Mrs. May were houseguest of Glen Wallich, president of Capital Records, on their first visit to the desert when they decided to buy a home and spend all their available time away from the studios, relaxing in the sun.

Mr. and Mrs. C. E. Hudson of Portland, Ore., are the first guests at the new Char - Lene Apartments on Paole Verdes Drive. The Hudsons plan to be here for the next few months.

Mr. and Mrs. George Patrick and Mrs. Maude Griffiths drove to San Diego last Tuesday to visit with Mrs. Griffiths' cousins, Mr. and Mrs. DeForest Gay. The Patriks returned on Thursday and Mrs. Griffiths stayed on and drove back with Mr. and Mrs. Gay who spent the weekend in Sunair.

Among the mid-week guests at Sunair terrace were Mr. and Mrs. Roy Hobby of Pendleton, Ore.; Mr. and Mrs. E. Wilson, frequent visitors, and her sister, Beth Schramm of Long Beach. Mr. and Mrs. F. H. Sween, who are on an extended tour from their home in Sacramento, are here for a week to visit their many friends before leaving for New Orleans. Here for several days from San Francisco are Mr. and Mrs. C. E. Swithenbank, who are visiting their desert friends.

Over the weekend guests were Mr. and Mrs. H. Opel and two sons of Arcadia. Mrs. Jean McLeod, who arrived over the weekend from her home in Portland, will stay on for a week.

Mr. and Mrs. Frank Galyan, who are at the Melrose Apartments for the winter, hosted a dinner party honoring Mr. and Mrs. Harry Kruse of Boise, Idaho, who had spent the last month in Long Beach, and were enroute to Phoenix, Ariz., before returning to their home. Also in attendance were Mr. and Mrs. L. Petersen who are here for the winter.

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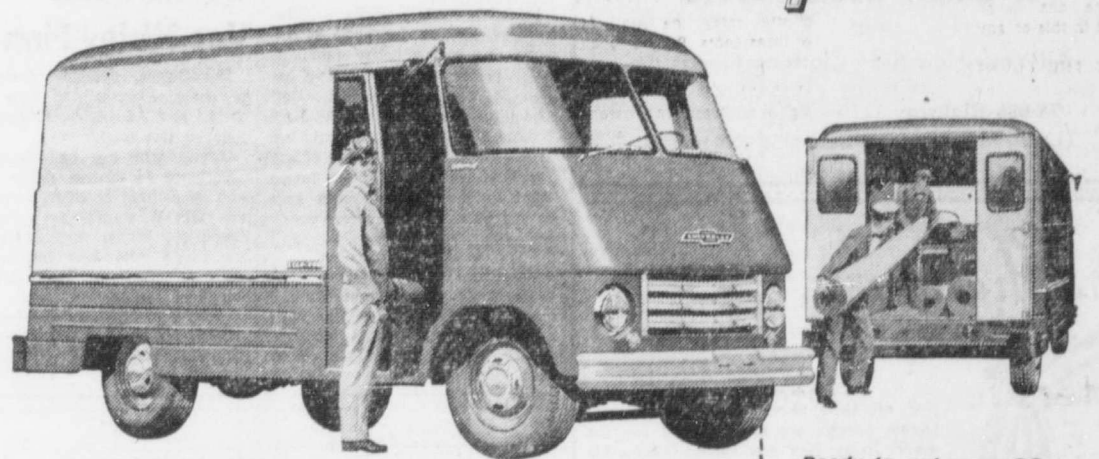
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Model 3445 Step-Van with 8-foot body

For the first time Chevrolet offers forward control delivery trucks equipped with handsome, spacious walk-in bodies—the new Step-Vans! You'll find new hustle, new muscle and new style throughout Chevy's light-duty lineup for '58!

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To take the delays out of door-to-door hauling, Chevy introduces the versatile Step-Vans—with a choice of three spacious, spanking-new walk-in bodies 8, 10 and 12 feet long. Insulated weather-tight cargo space goes up to nearly 400 cubic feet. Yet sturdy all-steel welded and bolted body construction remains lightweight and economical. Your Chevrolet dealer will be glad to fill you in on all the facts.

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WIDE-ANGLE VISIBILITY of wrap-around windshield makes delivery driving safer, more convenient.

SLIDING SIDE DOORS retract easily into pockets in van body.

DOUBLE REAR DOORS include full-width type* for maximum access.

DOUBLE-WALLED construction provides insulated 24-gauge steel panels as lining over entire interior of the body.

Plus These Standout Features as Standard!

Solid step-type rear bumper... Corrugated 18-gauge steel load floor... Practical shelf-shaped rear wheelhousings... Protective rub rails.

*Extra-cost option



LILLIAN ROTH is welcomed to the Palm Desert Rotary Club meeting at Shadow Mountain Club by the Rev. Harvey Harper, left, and Phil Franklin, club program chairman. Miss Roth, a Palm Springs

resident, famous Broadway musical, motion picture and television star who gained new fame through her book, "I'll Cry Tomorrow," discussed her new book which will be published soon. (Willis Photo)

Fred Penney To Exhibit in Palm Desert

PALM DESERT—Desert area residents and winter visitors are invited to attend an exhibition of desert paintings by Fred D. Penney at the Palm Desert Art Gallery. The one-man show takes place during the month of February and the gallery is open seven days a week from 9 a.m. to 5 p.m. There is no admission charge.

Penney, a resident of Libertyville, Ill., and Palm Desert, has exhibited his work widely. This is the sixth season he has spent on the desert, interpreting on canvas the arid land's subtle and constantly changing moods.

The artist has won awards at the International Water Color Show at the Los Angeles Museum, Evanston-North Shore Exhibition at Evanston, Ill., and the Chicago Area Exhibition at Libertyville. His water color, "Carmel," captured the American Legion Auxiliary First Award at the 1948 Spring Exhibition of the All Illinois Society of Fine Arts in Chicago.

Visitors from Throughout U. S. Now at Palm Desert

PALM DESERT—Visitors from throughout the country are making leading hotels here their vacation headquarters this week, enjoying the sun and the various activities.

Among the guests are: WHITE CHIMNEY APARTMENTS—Mrs. Frances Tandrow of Hollywood.

THE DESERT PATCH—Mr. and Mrs. John D. Hamilton of La Jolla, and their guests, Mr. and Mrs. Alfred McCoy, also of La Jolla, who came to watch the Thunderbird Golf tournament; Dr. and Mrs. F. F. Farley of Klamath Falls, Ore.; Mr. and Mrs. W. H. Skelding of Vancouver (he is an executive of the Universal Appraisal Corp.); Mr. and Mrs. F. W. Quane and three children of Vancouver (he is vice president of the Bank of Montreal).

SHADOW MOUNTAIN TERRACE—Major John C. Barker of Falls Church, Va., Lt. Col. John O. Vick of Washington, D. C., and Lt. Col. R. Peterson of Alexandria, Va., who were en route to a meeting in Riverside; Mr. and Mrs. J. L. Davison of Oakland, and Mr. and Mrs. F. J.

Curry of San Francisco

PALM DESERT ADOBE—Mr. and Mrs. R. E. Moore of Winnipeg, and Mr. and Mrs. J. Baxter of Vancouver (he is the manager of the Bank of Nova Scotia).

GATES OF THE DESERT—Mr. and Mrs. Ross Corey of Ventura; Mr. and Mrs. Vance Fiske of Pacific Palisades; Miss Ethel Lockhart and Mrs. Murray of San Marino; Mrs. J. A. Skogstrom of Oakland (frequent visitor here); Mr. and Mrs. Spencer of Portland, who stopped enroute to Mexico City.

Gas Company Plans Open House At New Building

Ceremonies officially opening the new \$765,000 Eastern Division headquarters building of the Southern California Gas Co. will be held in San Bernardino next week, according to Division manager, William P. Hand.

Civic officials, community leaders, representatives of service clubs, the press and the general public will have an opportunity to view the new facility during the week-long open house.

President and General Manager F. M. Banks will mark the official beginning of operations at the new office at ribbon-cutting ceremonies Monday, February 3.

The ultra-modern building, which serves as headquarters for all gas company operations in Riverside and San Bernardino counties, will be open for public viewing each afternoon during the week and an automatic gas clothes dryer will be given away as a door prize at the conclusion of the week-long event.

Anyone for Bees?

FARGO, N.D. — (UP) — Office workers looking for good outdoor recreation and a hobby cannot do much better than to take up beekeeping, according to R.L. Post, agricultural entomologist at North Dakota State College. He said beekeepers collect an average of a 33 per cent return on their investment in the North Dakota area.

Tooling Up

MIDDLETOWN, Conn. — (UP) — Burglars who broke into a store first headed for the hardware department and obtained enough tools to remove \$8,000 from four safes.

Lee Backstrand To Attend 1958 Budget Session

Assemblyman L. M. (Lee) Backstrand of Riverside is leaving for the state capitol in Sacramento this weekend to attend the 1958 budget session of the state legislature which opens next Monday.

The lawmakers will meet for a few days to await submission of the Governor's budget message and the budget bill. They will then recess until March, as permitted by a constitutional amendment adopted in 1956, and then will reassemble to take final action on the state expenditure program for 1958-59.

California's state budget, which passed the two billion dollar mark this year, is the largest state appropriation in the nation. According to Backstrand it is expected to hit 2.2 billion for the next year. Population growth, devaluation of the dollar, greater demands for state services, and higher salaries for state employees will force the increase, he stated.

Pointing out that two-thirds of the general fund appropriation is made up of "fixed charges" set by the state constitution or statute for support of public schools, aid to aged, blind and children, or grants to local government, he said the area in which legislators can act for economy is strictly limited.

The lawmaker cited figures to demonstrate the startling increase in the cost of our state government during the past ten years. This year, general fund appropriations total \$1,318,450,000. For 1947-48 they were only \$441,864,000. Public school costs soared \$403 million during the period; welfare, \$105 million; the University and the state colleges, \$86 million.

Owens Joins Vee Nisley Firm

Mel Owens, interior designer, has become associated with Vee Nisley and Associates. It was announced this week.

Owens, who has had 20 years experience in custom design and who specializes in color, formerly was with W. J. Sloane of San Francisco, Walter Broadwick of San Diego - La Jolla Interiors.

He attended the New York School of Design.

Catherine Fay set up the world's first children's home in Marietta, Ohio, in 1867.

Tourists Spent \$1,360 a Minute In December

Out-of-state tourists spent money at the rate of \$1,360 per minute in Southern California during December, it was reported today by F. M. Banks, president of the All-Year Club.

The month's total was \$60,724,789. It was spent by 332,447 visitors who came here during December on pleasure trips.

"These are new dollars, brought here from the economy of these people's home states, and added to the wealth of Southern California," Banks said.

The All-Year Club handles the Southland's community tourist advertising campaigns.

Last year over four million tourists were attracted here, and spent nearly \$609,000,000.

More than 27 species of mussels are found in Arkansas streams.

By Gretchen Cheeseman

"Coronation Night" at Shadow Mountain Club Monday night made one feel that the season is really in fullswing. Under the chairmanship of Hazel Sergeant, there was good entertainment with Lei Aloha, famous Hawaiian dancer, and George Kanapauli, with his golden voice. The lucky royal entourage were Mrs. Boynton Jones, Queen; Gil Cornelius, King; Dudley Steele, prince, and Mrs. Hilda Oleson, princess.

Mrs. Stewart Trumble of Dearborn, Mich., will be with her son and daughter-in-law, the Stewart Trumbles for a few weeks. Mr. and Mrs. Fred LaRoche, also of Dearborn, drove out with Mrs. Trumble and plan to do some California touring while here.

The Palm Desert Woman's Club members are enthusiastic over the annual "Spring Flower" fashion

Palm Desert

ion parade which takes place Thursday, Jan. 30, at Shadow Mountain Club. Tickets are still available from Mrs. Harold Dahlberg, Mrs. A. M. Merryman, Jr., Mrs. Ralph Dietz in Rancho Mirage, or Mrs. Lyle Harper in Palm Springs. The Lulu Belle Shop will show "different" fashions, especially wearable in the desert.

Mr. and Mrs. Charles S. Milliken will be leaving very soon for New York, where they will board the U.S. "Gripsholm" for a long South American cruise.

Mrs. Rhea Tittley, director of volunteer workers for the American Cancer Society, and Joseph Long, campaign director for the American Cancer Society's spring fund drive, were luncheon guests of Mrs. Boynton Jones.

The Parkers have golf guests this week—Forrest Tucker, who

played in the tournament at Indian Wells, and Mr. and Mrs. Edward Logsdon of Bel Air. Mr. Logsdon played at Thunderbird.

Mr. and Mrs. George Lindberg of Appleton, Wis., spent a few days with Mrs. Harrison Fisher. Mrs. Lindberg is an accomplished pianist and performed for "Coronation Night."

Mr. and Mrs. James McGraham of Pasadena, Mr. and Mrs. Charles Stahl of Los Angeles and Mr. and Mrs. Bill Thompson are guests at Shadow Mountain Terrace this week.

No Sock?

HARTFORD, Conn. — (UP) — Some Connecticut motorists appear to be pessimists. Among the states auto registration plates are those lettered "OUCH," "BAM," "POW" and "WHEW."



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KDES reception, over a wide portion of the Pass and Desert area, is strong, clear, and static free. The ever-growing listener audience of KDES can be attributed, in part, to the Hi-Fi reception enjoyed in homes and automobiles. Double-powered, KDES is unmatched in area covered, signal strength, and fidelity.

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KDES attracts and holds listeners who count. From sunrise to sunset, every day, the programming has flair, intelligence and good taste. At KDES POPULAR means quality music with wide appeal... easy listening that is right for the desert's average age and high average buying power... plus all the news, time, stocks and weather—edited for the desert in cooperation with the DAILY DESERT SUN.

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For all their sewing needs. Nationally known fabrics are hand picked for the desert living. Now new spring fabrics vie with elaborate costume fabrics for the Riverside County Fair and National Date Festival. If you plan a costume, every aid is given in planning and selection. But for Spring! that is exciting! and we have...

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By Skinner, a combed cotton and cuplon rayon blend, with interesting slubbed surface, washable, crease-resistant, soil resistant, 42" wide.

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January 30th

Under the Sponsorship of
Palm Desert Woman's Club



NEW LIBRARY BOOKS attract plenty of eager young readers at new school addition were, left to right at table, George Garrett, Richard Cabading, Grady Morgan and Salvador Medrano, and standing, left to right, Betty Fry, Julie and Maureen Moss. (Desert Sun Photo)

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STUDENT LIBRARY ASSISTANTS learn how to operate their own library at Nellie N. Coffman Junior High School, under the tutelage of Mrs. Evangeline Bond, teacher and school librarian. Helping Merle Moore check out some of the 1,000 new volumes stacked on the library's shelves are Tina Farmer, left, and Barbara Fey. (Desert Sun Photo)

For Best Classified Results
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New Library Facilities Opened at Nellie Coffman

A new library is now in operation at Nellie N. Coffman Junior High School, Principal Warren Linville announced today.

The new department currently serves double duty as a classroom most of the time because of a shortage of classroom space, but it will be used exclusively as a library when new classrooms are built, Linville said.

Fully equipped for library purposes, the shelves of the converted classroom are lined with about 1,000 new books. Of these, 20 per cent are fiction and 80 per cent are non-fiction.

NON-FICTION BOOKS deal with such fields as guidance, religion, social studies, science, useful arts, literature, geography and history.

The classroom library has been completely redecorated and equipped with modern library furniture, Linville said. This includes a circulation desk, book cart and card catalogue file cabinet.

CHOSEN FROM suggestions of teachers during the past year, the books were carefully processed by Miss Louise James, district librarian, and Mrs. Evangeline Bond, teacher and librarian at the school.

Students appointed as library

Dr. Bob Smith Continues Series At Community

Dr. Bob Smith, Professor of Philosophy at Bethel College, St. Paul, Minn., will speak each morning and evening this week during the Bible conference at Palm Springs Community Church.

More than 300 persons attended the opening evening service Sunday night, when Dr. Smith gave a message on "How Much Are You Worth?" About 80 are attending the daily morning Bible classes at 10 a.m., when his subject is "The Person of Jesus."

Dr. Smith will leave here Friday for Edwards Air Force Base, where he will conduct services on Saturday and Sunday before leaving for his St. Paul home. Next summer he will take his family of five children to Europe, and speak at most of the United States Army bases there.

The public is invited to attend the series here. The evening service starts at 7:45 p.m.

Bonanza Doubles Order for F-27 Turbo-Props

Edmund Converse, president of Bonanza Air Lines, announced today that the airline had doubled its original order for the Fairchild F-27 "Silver Dart" turbo-prop Bonanza will now purchase six of the "Silver Darts," and has an additional six of the turbo-prop planes on option.

Bonanza started twice-a-day service to Palm Springs Friday.

At the same time Converse explained that delivery of the F-27 "Silver Darts" has been delayed until sometime this fall. Converse explained that Bonanza Air Lines had an agreement with the manufacturers of the airplane for delivery of one plane a month for January, February and March of 1958. However, technical difficulties beyond Fairchild's control have cancelled out the possibility of delivery.

"On my recent trip to the factory at Hagerstown, Md., the delivery schedules were inspected, together with the program the factory has made to date, and it would appear to me that delivery to Bonanza of the "Silver Darts" would be somewhere in the fall of 1958."

Insurance Report Deadline Set For Next Friday

Friday, Jan. 31, is the deadline for filing California Unemployment Insurance wage reports and contribution returns for the fourth quarter of 1957, William W. Webster, auditor in charge for the State Department of Employment in Riverside, today reminded employers.

Webster pointed out that employers who become delinquent may not be allowed full tax credit offset against their federal unemployment tax if they are also subject to that law. This risk is in addition to the penalty and interest which will be added to their state tax.

Employers who need help in preparing their returns may contact the Audit District Office at 3561 Fifth Street, Riverside, or by telephoning Overland 3-7360.

Doug Richardson Attends Meeting

Douglas Richardson of the Desert Camera Shop, 288 North Palm Canyon Drive in Rochester, N. Y., for 10 days to attend a retail photographic salesman's training conference at the Eastman Kodak Company's sales training center.

The group is comprised of 16 men and women from nine states, Brazil and Canada.

Kiwanians Plan Beaumont Visit

Palm Springs Kiwanis Club members tonight will travel to Beaumont for an inter-club meeting with the Beaumont club.

Final plans were made at the club's meeting this noon.

A series of dams keeps the Ohio River at a minimum depth of nine feet.

Youth Amazes Chess World By Defeating Grandmaster

By DOC QUIGG
United Press Staff Correspondent
NEW YORK —Robert James Fischer, Brooklyn's gift to international eggheadism, sat there in shirtsleeves, tieless, biting his dirty fingernails, chewing his tongue, twisting his lanky school-boy legs against the chair rungs as his grey eyes swept up and down the chessboard.

A chess authority in the crowd of spectators whispered in awe: "If he wins the title, it will be the greatest miracle in all chess history."

ACROSS THE NARROW room, in another final-round game of the tournament for the coveted U. S. chess championship, sat the great Samuel Reshevsky, an International Grandmaster and long regarded as one of the world's greatest players.

Reshevsky was a study in poise and confidence in a neat blue suit, cigarette perched between two fingers, arms folded, eyes blinking behind brown-rim glasses, his bald and bulging head shining a bit in the fluorescent lighting. He sat beneath a portrait of himself, the only decoration on the gray walls of the tournament room of the 90-year-old Manhattan Chess Club.

ON THE ARCHWAY entrance was pasted a penciled sign: "Spectators are requested not to snore in the tournament room." This civilized way of yelling "Quiet!" was the only touch of humor as three nerve-wracking weeks of chess play reached climax. It was the first national championship in three years.

The 14 top players—including Bobby Fischer in his purple-striped shirt, brown corduroy pants, blue socks, and heavy shoes — each played the others once. Late in the evening there was a winner and the new champ, Bobby Fischer. The miracle had happened. For Bobby is only 14.

Reshevsky finished in second place.

OUT IN THE LOBBY, Maurice J. Kasper, club president, was saying: "It's fantastic. It's unbelievable. Never in the history of the world has a 14-year-old boy been playing, and winning from, masters and grandmasters."

Bobby is a very quiet boy. His reaction at the moment of winning was typical. He looked at his mother and said, "Let's go home."

Asked on the morning after his victory, if he would care to be interviewed for the papers, he said, "Nah, can't talk to you today."

Did he think he would be able to talk some other day?

"Nah, don't think so."

Bobby last summer won the U. S. Open Championship. With this new, and top, title he is eligible to be declared an International Grandmaster and compete for the world's championship, now held by Vassily Smyslov of Russia. Bobby used to cry when he lost a game but he doesn't any more. For about a year now he hasn't had much chance to cry.

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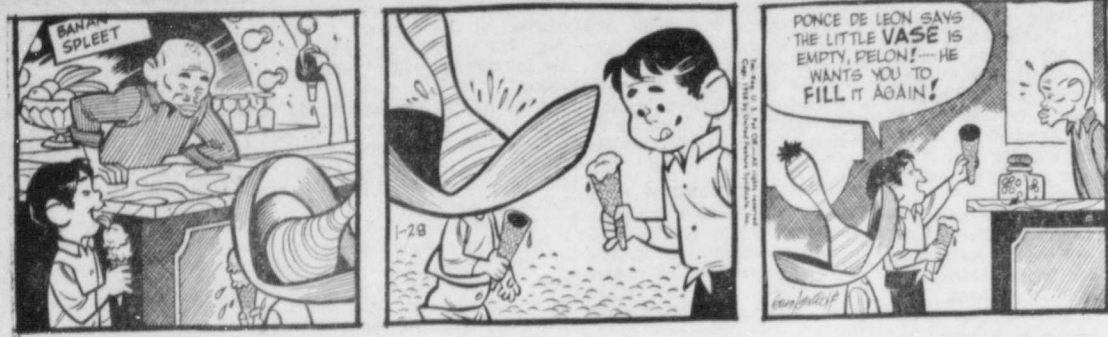
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Tom Danson's tv-radiologic

television tonight		
(c) Color telecast		
Tuesday		
5 p.m.		
2, 4, 5, 13--Movie		
3--News		
5--Cartoons		
7--Sir Lancelot		
11--Whittinghill		
5:15		
3--Telecomics		
5:30		
3--D. Fairbanks		
5--Double Time		
7--Mickey Mouse		
5:45		
3--Sports		
11--Topper		
6 p.m.		
2, 3, 4, 13--News		
5--Popeye		
7--Sky King		
8--San Diego		
9--Cartoon Express		
6:15		
2, 4, 8--News		
11--Susie		
13--Cal Tinney		
6:30		
2, 3, 8--Name Tune		
4--Curt Massey (c)		
5--News		
7--Studio 30		
13--Stories of Cent.		
6:45		
4, 11--News		
5--Sports		
7 p.m.		
2, 8--Phil Silvers		
3--To Tell Truth		
4--The Senator		
7:00 a.m.		
2, 8--Capt. Kangaroo		
4--Today		
7:45		
2, 8--News		
5:00 a.m.		
2, 8--Ladies Fare		
4--Today		
8:30		
8--Dick Powell		
9:00 a.m.		
2, 8--Cosmopolitan		
4--The Tac Dough		
5--Radiovision		
7--Fun To Reduce		
9:15		
2, 8--Love Of Life		
7--Milani		
9:45		
2, 8--Guiding Light		
5:00 a.m.		
2--Miss Brooks		
3--Tex & Jinx		
7--Cartoons		
8--Conrad Nagel		
10:30		
2, 8--World Tug-ur		
4--H. Miller (c)		
5--Guidepost		
11--Star Shoppers		
11:00 a.m.		
2, 8--Beat Clock		
5--Romper Room		
7--My Hero		
11--Sound Off		
11:30		
2, 8--House Party		
4--Kitty Foyle		
7--Woman's Diary		
11--Sheriff John		
12 noon		
2, 8--Big Payoff		
3, 4--Matinee (c)		
5--Meet People		
12:15		
7--My Hero		
12:30		
2, 8--Verdict Yours		
12:45		
7--Movie		
1:00 p.m.		
2, 8--Brighter Day		
3, 4--Queen		
5, 11--Movie		
1:15		
2, 8--Storm		
1:30		
2, 8--Edge Night		
1:45		
3, 4--Mod. Romance		
2 p.m.		
2, 8--Garry Moore		
3, 4--Comedy Time		
7--Al Jarvis		
2:30		
2, 8--Art Godfrey		
3, 4--Truth, Conseq		
11--Little Margie		
3 p.m.		
3, 4--Arlene Francis		
7--Bandstand		
9--Movie		
3:30		
2, 8--Datto		
3--Wojo		
4--Treas. Hunt		
5--Milady		
7--Trust Wife		
3:45		
3--T-elecomics		
4 p.m.		
2, 8--Playhouse		
3, 4--Bandstand		
4--Price Is Right		
5--Cartoons		
4:30		
2, 4--Movie		
9--Atom Magic		
11--Whittinghill		
13--Destiny		

KDES -- 920 On Your Dial -- 500 Watts

6:31--Give Us This Day.	6:58--Headlines.
6:35--Don Meyer Show.	7:00--Headlines.
7:00--Don Meyer Show.	7:05--Headlines.
7:05--Don Meyer Show.	7:10--Headlines.
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11:55--Don Meyer Show.	12:00--Headlines.

KCMJ		
(1340) 250 WATTS		
(CBS Affiliate)		
MONDAY THROUGH FRIDAY		
5:45 A.M. 'TIL 1:00 A.M.		
5:45--Sign On		
5:55--Prayer Weather		
6:00--Police Party		
6:05--News		
6:10--Rosary Hour		
6:15--Bandstand		
6:20--World News		
6:25--Sports News		
6:30--Bandstand		
6:35--Frank Goss News		
6:40--Harry Habbitt Show		
6:45--Variety Show		
6:50--Bandstand		
6:55--David Van Ness		
7:00--Palm Springs Today		
7:05--Coffee Break		
7:10--Wendy Warren		
7:15--Music Quiz		
7:20--Helen Trent		
7:25--Our Gal Sunday		
7:30--Kora Drake		
7:35--Ma Perkins		
7:40--Young Dr. Malone		
7:45--Road of Life		
7:50--News		
7:55--Right to Happiness		
8:00--Second Mrs. Burton		
8:05--Strike It Rich		
8:10--Pat Buttram Show		
8:15--News		
8:20--Bandstand		
8:25--Art Linkletter Houseparty		
8:30--Serenade		
8:35--Arthur Godfrey		
8:40--Bandstand		
8:45--Weather News		
8:50--Bandstand		
8:55--News		
9:00--Bandstand		
9:05--Alone Walker Show		
9:10--Bandstand		
9:15--Peggy Bull Show		
9:20--News		
9:25--Edward R. Murrow		
9:30--Business News		
9:35--News		
9:40--Tom Harmon Sports Final		
9:45--Desert News		
9:50--Bandstand		
9:55--Lowell Thomas News		
10:00--Point of Law		
10:05--Amos 'n' Andy		
10:10--Bob Trout News		
10:15--Master of Melody		
10:20--On the Trail		
10:25--Bandstand		
10:30--News		
10:35--Arthur Godfrey		
10:40--Concert H-1		
10:45--News		
10:50--Bandstand		
10:55--Thurs. Pri. Haward Mann		
11:00--Wednesday Night--Face to Face		
11:05--News		
11:10--Shorts News		
11:15--The World Tonight		
11:20--Parade of Bands		
11:25--Rocky Tune Table		
11:30--Knightbeat (Music & News)		

Translator TV Schedule		
CHANNEL	SUNDAY	CHANNEL
10:00-3:30	9:00-3:00	
6:30-11:00	4:00-10:30	
3:00-4:00	9:00-3:30	
6:30-10:00	7:30-11:00	
	11:30-12:30	
9:00-4:00	9:00-3:30	
6:30-10:00	7:30-10:30	
	11:30-12:30	
9:00-4:00	9:00-3:30	
6:30-10:00	7:30-11:00	
	11:30-12:30	
9:00-4:00	9:00-3:30	
6:30-11:00	7:30-11:00	
	11:30-12:30	
9:00-4:00	9:00-3:30	
6:30-10:00	5:30-11:00	
	11:30-12:30	
9:00-2:00	10:30-4:30	
3:00-4:30	8:00-11:00	
6:30-10:00		

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DAILY CROSSWORD

ACROSS	DOWN
1. Western alliance	3. Sesame
5. Part of chair back	4. Coin
9. Shy ungulate	5. Kind of music
10. Flutters	6. Disembark
12. Abundant	7. Hall!
13. Motionless	8. Dorsal
14. A pope	9. Stories
15. Finis	11. Pileless
17. Depart	12. Entrap
18. Leaving off a syllable	13. French
20. Metal container	14. Illustration
21. Ecclesiastical councils	15. Girl's name
22. Sacred	16. Communist
23. A intel	17. National
25. Liberate	18. Trouble
27. Pointing	19. One's dwelling
30. Cover	20. Simeon (dim.)
31. Ancient (W. Asia)	21. Glitter
32. River (Latv.)	22. Larials
33. Exclamation	23. Relatives
34. Evening sun god	24. Sports
35. Grave	25. Helped
37. Fragment	26. Ar.
39. Selassie	27. range
40. Lands	28. system
41. Snow vehicle	29. atic
42. Becomes pale	30. ally
	31. 37. Animal's foot
	32. 38. River (S. A.)



Venturi Captures Top Prize at Thunderbird



KEN VENTURI, winner of the \$15,000 Thunderbird Pro-Am Tournament, with one arm around his wife received the keys to the new four-passenger Thunderbird from Bill Ford. The car, which was donated by the Ford Motor Car Company, was part of the first prize in the tournament, and aside from it Venturi pocketed a check for \$1,500. This is the first year that anything has been added to the big prize. (Desert Sun Photo).

Demaret, Littler in 2nd Place

Ken Venturi didn't fade in the stretch run Sunday at Thunderbird Country Club. Ahead four strokes at the three-quarter pole, he finished four strokes ahead Sunday night to take down the top prize of \$1,500 in the \$15,000 Thunderbird Invitational and drove away in a new Thunderbird, the 1958 product of the Ford Motor Company, as an added prize.

To turn the trick and take two Thunderbirds in one day — the tournament and the automobile — he posted a final round of 70 for a winning total of 289 to take the seventh annual tournament.

TURNED PRO a little more than a year ago, he finished in a three-way tie for the top prize last year at Thunderbird only to lose to Jimmy Demaret in a play-off. This year he was four strokes up as the field of the top golfers of the nation started the final 18.

Demaret, defending champion and also winner in 1956 and 1953, got within three strokes of Venturi twice in the last 18 but couldn't make it.

Demaret, three times winner, finished in a tie for second with Gene Littler at 273. Three tied for fourth — Jackie Burke, Stan Leonard and Don Fairfield, at 274.

Tommy Bolt had a 275 for seventh money.

Venturi's rounds were 70, 63, 66, 70. That 63 on Friday was the tournament's top. He was 15 under par for the four-day 54-hole event.

SCORES and the pay-off		
Ken Venturi	273 (\$1500)	70-63-66-70
Gene Littler	273 (\$875 apiece)	67-71-65-70
Jimmy Demaret	273 (\$800)	68-63-71-69
Jack Burke Jr.	274 (\$500)	70-70-68-68
Stan Leonard	274 (\$500)	74-68-66-66
Don Fairfield	274 (\$500)	68-63-69-69
Tommy Bolt	275 (\$450)	67-69-69-70
Dave Marr	276 (\$343.75)	67-70-73-68
Frank Stranahan	276 (\$300)	68-72-68-68
Dick Mayer	276 (\$300)	69-69-68-70
Billy Maxwell	277 (\$250)	69-69-68-70
Tom Nieporte	277 (\$250)	71-70-68-68
Mike Souchak	277 (\$250)	71-69-69-69
Al Balding	277 (\$250)	68-70-71-68
Paul Harey	278 (\$245)	69-69-69-73
Shelley Mayfield	278 (\$245)	71-70-68-69
Bud Holscher	278 (\$245)	70-70-69-69
David Mangrum	279 (\$215)	72-68-70-71
Walter Burkemo	279 (\$215)	71-70-67-71
Fred Hawkins	279 (\$215)	65-72-69-73
Julius Boros	280 (\$175)	70-69-67-73
Don Whit	281 (\$165)	71-66-76-67
J. S. Goosie	281 (\$165)	71-69-70-70
Howie Johnson	281 (\$165)	69-67-74-70
Marty Furgol	281 (\$165)	71-69-68-68
Mike Fetschick	281 (\$165)	69-73-69-70
Bill Casper Jr.	281 (\$165)	74-72-68-69
Bob Harris	281 (\$165)	71-68-71-71
Gardner Dickinson	282 (\$150)	70-69-73-69
Jack Fleck	282 (\$150)	71-70-70-69
Eric Mount	282 (\$150)	70-70-71-71
Jay Herbert	283 (\$100)	70-70-71-71
Bo Wining	283 (\$100)	70-69-71-73
Ed Furgol	283 (\$100)	69-69-73-72
Jimmy Hines	283 (\$100)	71-68-70-73
Al Bessellink	284 (\$200)	70-69-69-75
Lionel Herbert	287 (\$100)	71-70-71-72
Bill Ogden	287 (\$100)	71-73-72-71
Jim Turnesa	290 (\$100)	75-68-70-77
Ellsworth Vines	294 (\$100)	73-75-72-74
Eddie Sussala	301 (\$100)	74-74-75-76
George Howard	304 (\$100)	76-73-74-79

Third Round Starts In City Cage Loop

Third round starts in the City Basketball League tonight at the High School gymnasium at 7:30 o'clock when Bonnie Electric is slated for a practice game and Reyes All Stars meet Smoke Tree Stables.

Laury's Steak Ranch, leading the loop with a 10-0 mark, and Banning, are idle in League play.



WINNER OF beautiful Eldorado Country Club's first tournament, J. C. Goosie, (left) sensational young pro, talks it over with Johnny Dawson, member of the board of directors of the club. Goosie carded a 66, six-under-par, to win. (Desert Sun Photo)

SPORTS in the SUN

The Desert Sun Tuesday, Jan. 28, 1958 9A

Braves, Arabs in 'Crucial' Tonight

By JOE HENDERSON JR.

Palm Springs Indians face their stiffest test of the year tonight in their endeavor to stay in the running in the 1958 Riverside County League basketball race—they face Coachella, currently leading the loop with an unblemished 5-0 record — on the latter's floor.

The Indians are 3-2 to date.

Palm Springs and Coachella clashed once before this year, in the Banning Block B tournament during the Christmas holidays. Coachella won that one, 52 to 45.

IN GAMES to date in the RCL, the Indian Varsity has racked up 256 points to their opponents 240. The Arabs have accumulated 232 points but have held their opponents to only 175.

Coachella is favored to take tonight's game to run their string to six despite the fact that Coach Jim Workman's Indians are looking for an upset to move up in their race for this year's crown.

IN THE BEE GAME, Coachella's Little Arabs have a 3-2 mark as against the Papoose record of 2-3.

The local Bees have scored 218 points in five games against Coachella's 156 but have allowed 204 points against them while Coachella's foes have scored 159.

Game time for the Bees is 6 p.m. and for the Varsity's 7 p.m.

PATTERSON LINES UP 2 TITLE BOUTS FOR '58

NEW YORK — Manager Gus D'Amato declared today that "only sabotage" could prevent Floyd Patterson from making two defenses of the heavyweight crown before July—in the United States in April and at London in late June.

Stocky D'Amato, with the gray crew-cut, said he was so fearful that the International Boxing Club or its allies would try to block an American defense in April that he would not announce the challenger, promoter or site "until everything is under contract, secured by guarantees."

And he said promoter Jack Solomons of London, whom he described as "an associate of the IBC," was already trying to stymie a Patterson defense against Joe Erskine, British heavyweight champion, at London in June by offering huge guarantees to Erskine for other bouts.

Solomons is a rival of London promoter Harry Levine, who flew to New York over the weekend and made a joint announcement with D'Amato Monday that there had been "an agreement in principle" for Patterson to defend against Welshman Erskine at London's huge Wembley Stadium, seating more than 80,000 for a fight.

The announcement pointed out, however, that Erskine would be the challenger only if he wrested the European title from Sweden's undefeated Ingemar Johansson at Stockholm, Feb. 21.

Road Race Film For Club Meeting

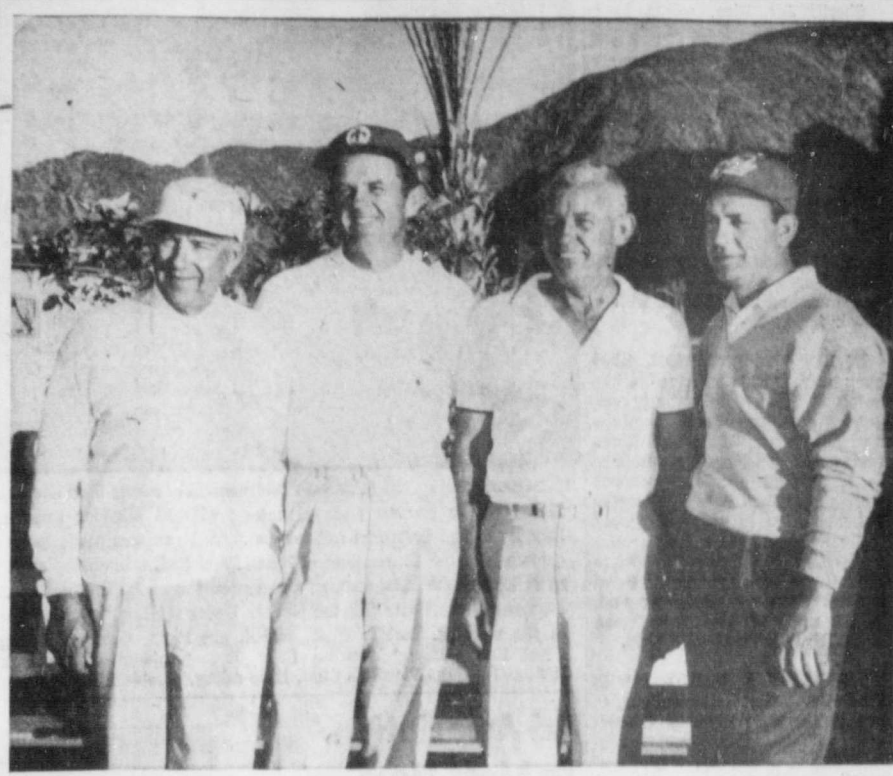
Road race movies will be featured at the Palm Springs Sports Car Club meeting scheduled for 8 p.m., Monday, Feb. 3, at the American Legion Hall.

Trophies for the Feb. 16 rally will be displayed and dash plaques will be handed out to participants of past events, according to Virginia Kidder, club secretary. Door prizes will also be awarded.

College Basketball

East	
Seton Hall 79, St. Fran. N.Y. 74.	
Williamette 81, Danbury Techs. 36.	
W. Vir. St. 87, Wheeling Coll. 82.	
South	
Georgia Tech 71, Kentucky 52.	
Duke 72, West Virginia 68.	
Georgia 84, South Carolina 63.	
Miss. St. 75, Southeastern La. 61.	
Alabama 108, Howard Coll. 44.	
Spring Hill 62, Christian Bros. 61.	
Midwest	
Ohio State 75, Purdue 73.	
Wheaton 58, Wayne State 54.	
Oakland 86, Youngstown 77.	
Xavier Ohio 76, LaBalle 65.	
Northwestern 83, Minnesota 76.	
Marquette 68, Toledo 55.	
Southwest	
N. Tex. St. 65, Tulsa 57.	
Houston 70, Oklahoma St. 64.	
Ark. State 85, Arizona 70.	
Tex. Western 89, Abil. Christian 51.	
Ark. Tempe 88, W. Tex. St. 80.	
West	
Seattle 78, Santa Clara 67.	
Idaho St. 70, St. Mary's Calif. 58.	

Goosie Wins in First Tourney at Eldorado



AMATEURS TEAMED with pros Monday at Eldorado and the winning threesome was Donald Duncan, left, Pro Marty Furgol who won \$400 and Harry Dodson, Pro Mike Fetschick, right, teaming with the same amateurs, won \$300. The Furgol team's best ball score was 58. (Desert Sun Photo)

UP Poll Again Puts W. Virginia As Nation's Best

NEW YORK — West Virginia, Kansas and San Francisco were 1-2-3 in the United Press major college basketball ratings today for the second straight week but Cincinnati replaced Kansas State in fourth place.

The 35 leading coaches who rate the teams weekly gave West Virginia 28 first-place votes and a total of 333 points. Kansas drew two first-place votes and 277 points and San Francisco received three first-place votes and 241 points.

Cincinnati, boasting college basketball's top scorer in Oscar Robertson, advanced from fifth to fourth with the remaining two first-place votes and 234 points.

Kansas State, fourth last week, dropped to fifth but was close behind Cincinnati with 230 points.

The coaches based their ballots on games played through Saturday, Jan. 25. Thus West Virginia's 72-68 upset loss to Duke Monday night did not effect the balloting.

Only 103 points separated the top five teams.

Oklahoma State remained sixth with 123 points but there was some shuffling of places among the remainder of the top 10.

North Carolina, last season's NCAA champion, halted its slide in the ratings and tied Temple for seventh at 101 points. North Carolina was eighth last week and Temple was ninth. Bradley advanced from 10th to ninth with 58 points and Kentucky moved from 12th to 10th with 51.

Ball Game Off, Grounds Too Wet

Scheduled Imperial - Riverside Winter League game, set for the Polo Grounds Sunday, was cancelled because of the early morning storm.

Palm Springs and Brawley were the listed opponents and will make up the game later.

It was one of the rare occasions when a local sports event was cancelled because of — Wet Grounds.

SMU, Trojans Sign Home and Home Pact

DALLAS, — Southern Methodist University announced Monday a two-game, home-and-home football series with the University of Southern California in 1961 and 1962, inaugurating grid competition between the two schools.

SMU will play in Los Angeles Sept. 30, 1961, and the Trojans will play here Sept. 29, 1962, Athletic Director Matty Bell said.

HEAVYWEIGHTS SIGN

HOUSTON, Tex. — Heavyweights Cleveland Williams of Georgia and Gene White of St. Paul, Minn., have signed for a 10-round bout Feb. 4. White is Minnesota heavyweight champion.

DODGERS SIGNING UP PLAYERS FAST WHILE SALES BOOM

By UNITED PRESS

The Los Angeles Dodgers are signing players almost as fast as they are selling season tickets.

Veteran catcher Rube Walker and rookies George Anderson and Rod Miller inked their 1958 contracts Monday, leaving only six Dodger players unsigned.

The Chicago White Sox, meanwhile, added five more satisfied players to their 1958 roster—catcher Sherm Lollar, first baseman Ron Jackson, utility infielder Sam Esposito, pitcher Hal Trosky, and infielder Billy Goodman.

First baseman Norm Zaichin and centre fielder Albie Pearson, obtained in a trade with the Boston Red Sox last week, signed with the Washington Senators, while outfielder Bert Hamric became the 14th member of the Baltimore Orioles to accept his contract.

First baseman Norm Zaichin and centre fielder Albie Pearson, obtained in a trade with the Boston Red Sox last week, signed with the Washington Senators, while outfielder Bert Hamric became the 14th member of the Baltimore Orioles to accept his contract.

Shoemaker Back In Saddle Today

ARCADIA — Jockey Willie Shoemaker, just four winners away from a lifetime total of 3,000, gets back into action today at Santa Anita Park after a five-day suspension.

The Shoe swings into the saddle to ride Falmer in the six-furlong Community Chests Purse, feature of the first of five racing days the track will devote to charity.

Santa Anita officials plan to present Shoemaker with an inscribed silver platter when he reaches the 3,000 mark. He was expected to do that sometime this week.

Named to race in the feature against Falmer were Gold Cove, Amblering, Buford, No Regrets, Barely Nothing and Pelouse.

The charity week also will feature \$25,000-added stakes events—the Santa Maria Handicap for fillies and mares on Wednesday and the San Pasqual and San Marcos Handicaps, both on Saturday.

TOP SPRINTERS MEET

NEW YORK — Dave Sime and Ira Murchison, two of the best sprinters in the world, will meet at Madison Square Garden Feb. 8 in the 60-yard dash of the Millrose Games.

Fight Results

NEW YORK—Jimmy Archer, 148½, New York, outpointed Danny Russo, 150½, Brooklyn, 10.

BEAUMONT, Tex.—Ray Riojas, 138, Port Worth, outpointed Davey Dupas, 139, New Orleans, 10.

NEW ORLEANS, La.—Billy Lynch, 145, New York, outpointed Andrew Brown, 148, New Orleans, 10.

PROVIDENCE, R.I.—Willie Pineapple Stevenson, 143, Boston, outpointed Bob Kennedy, 143½, New York, 8.

TORONTO — George Chavala, 208½, Toronto, outpointed Julio Mederos, 202, Havana, 10.

Sparkling 66 Tops Star Field

J. C. Goosie of Nashville, Tenn., rising star in the pro golf ranks, Monday took the initial tournament staged on the superlative Eldorado lay-out with a sizzling 66, six under par, to add it to the El Centro title and prize money he won last week.

And he wasn't far out of the top money in the Thunderbird Invitational which ended Sunday.

GOOSIE took down top prize of \$335 and added \$225 for finishing fourth in the Pro-Member portion of the tourney.

Ken Venturi, who had just won the Thunderbird event, came in with a 68 for second money and Walter Burkemo and Billy Maxwell tied for third with 69s.

A large gallery followed the golfers over the beautiful Eldorado course, set in a bay in the mountains with fruit trees edging the lay-out. The touring pros who played the course were loud in their praises.

MARTY FURGOL led a team of Donald Duncan, Palm Springs and Chicago, and Henry Dodson, of Los Angeles, to victory in the Pro-Member. Between the three of them they fashioned a best ball score of 58.

SCORES OF the leaders Monday:

PRO DIVISION	
J. C. Goosie	23-34-66 533.00
Ken Venturi	33-33-68 433.00
Walter Burkemo	34-35-69 360.00
Billy Maxwell	36-33-69 360.00
Paul Harey	35-35-70 305.00
Rud Hofmeister	35-35-70 305.00
Stan Leonard	35-35-70 305.00
Jack Fleck	36-34-70 205.00
Billy Casper	36-36-70 205.00
PRO-AMATEUR	
38-Marty Furgol (Don Duncan, Harry Dodson)	\$400.00
39-Fleck (Desi Arnaz, Gus Layton)	\$25.00
39-Tom Nieporte (Gordon MacFarlane, Dick Brindman)	\$25.00
60-Gloone (Jack Anderson, Harry Krue)	\$25.00
60-Jimmy Demaret (Layton, Arden)	\$25.00

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Helen, the Lady Barber

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Formerly at Plaza Barber Shop
Thrifty Shopping Center
372 South Palm Canyon Drive

Hollywood Park Purses Again to Set New Record

INGLEWOOD, — Hollywood Park, which last year set a record in total net stakes and purse money distributed, announced today it would distribute a record \$1,230,000 in stakes awards at its summer meeting opening May 8.

Movie Producer Mervyn LeRoy, president of the track, said Hollywood Park expected that its world's record of \$3,695,000 distributed as both stakes and purses last year would also be broken in the 55-day meeting this summer.

Heading the Hollywood Park stakes program will be the Hollywood Gold Cup July 12. It carries a guaranteed net of \$100,000 to the winner and rich prizes for secondary awards.

Three other \$100,000 added races are also scheduled—the Californian, the Westerner for 3-year-olds and the Sunset Handicap on closing day, July 22.

15 Major Loop Teams Report Booming Sales

By JOHN GRIFFIN
United Press Sports Writer

The Los Angeles Dodgers and San Francisco Giants are starting to mine the gold they struck in California, a United Press survey of pre-season baseball ticket sales disclosed today.

Fifteen of the 16 major-league clubs reported their advance sales for the 1958 season are running even or well ahead of last year, with the Chicago Cubs the lone exception. But the transplanted Dodgers and Giants were bidding to "out-Milwaukee" those fantastic Braves' crowds.

The Giants will be playing in 25,000 seat Seals Stadium instead of the 55,000 seat Polo Grounds, but even so a Giant spokesman reported sales are approaching \$2,000,000—"at least twice" what they were in New York a year ago.

Campanella Critically Hurt

GLENCOVE N.Y. —Los Angeles Dodger catcher Roy Campanella broke his neck early today when his automobile skidded on a slippery street and crashed into a light pole.

Doctors at Glen Cove Community Hospital placed the jinx-ridden catcher on the critical list immediately after X-rays indicated the extent of his injury.

The broken neck was the latest and most serious in a series of injuries that has plagued Campanella since he began his career in major league baseball more than 10 years ago.

First reading of the wet X-ray led doctors to believe Campanella had a broken spine. But a subsequent reading disclosed that his neck had been fractured.

Campanella was alone and driving his own automobile when the accident happened in the early morning darkness.

Campanella's automobile skidded on a slippery street and struck a light pole. The impact overturned the automobile and pinned

Campanella beneath its wreckage. Attendants in a police ambulance had to extricate him.

He had been living in Glen Cove, Campanella, who three times has won the National League's "Most Valuable Player" award, has had a brilliant but unlucky career since he began playing for the Dodgers in 1948. He won the awards in 1951, 1953 and 1955.

In recent seasons, he has been hampered by hand injuries. He had bone chips removed from his right hand after the 1956 season but still was hampered in 1957

when he batted .242.

Only last year he said: "I feel like I can go on forever. Those people who think I'm reaching the end of the road are badly mistaken. And I'll prove it if I can avoid injuries."

Walter O'Malley, Dodger president who has been having his troubles finding a ball park in Los Angeles for his team, was stunned when he was awakened and told of Campanella's injury.

"This is very distressing news," O'Malley said. "I knew nothing about it."

"SPEEDY" 44

CAN YOU MAKE MY CAR AS SHINY AS THAT ONE?

WE JUST WASH THEM, LADY WE DON'T IRON THEM.

LET RELIABLE **PALM SPRINGS LINCOLN-MERCURY** IRON OUT YOUR DIFFICULTIES WITH ONE OF THEIR FINE CARS!

Rice Addresses B'nai B'rith, Given Dimes Donation

Sheriff Joe Rice, acting in a dual capacity as chief county law enforcement officer and as county chairman of the March of Dimes fund drive, was guest at the meeting of the Palm Springs B'nai B'rith Lodge No. 2078, at the Jewish Community Center.

He addressed the members and their guests on "Crime and Juvenile Delinquency," and then answered questions from the audience. After his talk, Barnett Ginsburg, March of Dimes Committee chairman, presented Rice with a check for \$400.

IN HIS PRESENTATION, Ginsburg said: "This offering is the result of impromptu, entirely voluntary donations from members and friends of our B'nai B'rith Lodge. We consider it a privilege to supplement our local projects with a contribution to this worthy national drive to wipe out polio."

B'nai B'rith members also pledged their individual support to Max Grone, co-chairman of Palm Springs United Jewish Appeal, and a sum of \$500 was voted from the lodge's charity fund.

THE GROUP VOTED \$50 to local Boy Scout organizations to enable them to enter a county-wide window exhibit display contest during February, Boy Scout month.

Following the business meeting, the group joined the Women's B'nai B'rith members. Refreshments were served by the ladies, and music for dancing was provided by the Murray Arnold Trio, courtesy of Howard Manor.

Stryker Frame Is Donated to Desert Hospital

Donation of a Stryker Frame to Desert Hospital, to be used for treatment of broken backs and injuries of a similar nature, was announced today by Administrator Robert Henwood.

The donor wished to remain anonymous, Henwood said, with the gift being presented through Dr. William Elliott.

Hard Luck

BRAZIL, Ind. — (UP) — Dr. Joe Decker went back to the hospital for treatment of an internal trouble that had been bothering him several years. After dismissal, he came down with Asian flu. Then, in a weakened condition, he fainted and broke his hip in a fall at his home. He was rushed back to the hospital.

ARTHRITIS ?

JOINT DISORDERS
DR. E. M. BROWN, D.C.
3 MILES EAST
OF PALM SPRINGS
67-923 Highway 111
Phone FA 8-2252



MEMBERS OF PALM SPRINGS' Tournament of Roses Float Association face the camera after a meeting with El Mirador President Ray Ryan just before he left for Jamaica. Ryan was made general chairman of the Tournament of Roses Float Ball, scheduled for Feb. 28 at El Mirador. The oil man's suggested slogan for the ball and a segment of the float, "All the Nations Under the Sun," was adopted at the meeting. Left to right, seated, are Ryan, Graham Dexter, Float Ball publicity director, Sally Ohrt, president of the Palm Springs Business Women's Club, Elsie Ades, president of the Soror-

tomist Club, Theresa Press, president of the Float Association, and Mrs. Charles Crapewin and Peggy Dexter, co-chairmen of the float Committee. Standing, George Beebe, president of the Retail Merchant's Association; Roy Randolph, president of the Optimist Club; Roger Richards, president of the Exchange Club; Dean Gilchrist, president of the Toastmasters; Elmer Walberg, president of the Lions Club, and Don Goundry, president of the Kiwanis. (Conrad Hug Photo)

Ad Association To Meet Here

Dates for the annual conference of the Western States Advertising Agencies Association have been set for April 23, 24, 25 and 26 at the Oasis Hotel, it was announced by WSAAA president, James K. Speer.

The first three days will be given over to the serious study of advertising problems in the west, while the fourth day has been set aside for relaxation.

Survey of Governors

EAST LANSING, Mich. — (UP) — Legislative experience is becoming less and less important for governors, according to a Michigan State University political scientist, Dr. Joseph A. Schlesinger. In a recent study, "How They Became Governor," he said more and more governors are coming from backgrounds other than legislatures and chances are becoming slim that local officials such as mayors and councilmen will become governors.



MULTIPLE LISTING IS FOR CO-OPERATIVE SELLING OF REAL ESTATE

During the Calendar year 58 1/2% of the sales made through Multiple Listing have been co-operative. That is, one broker listed and another Broker sold.

Have your property in the hands of a Multiple Listing Broker, and have 105 informed salesmen advised about your property. Consult Any of the Offices Listed Below:

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COLGAN, JANE FA 5-7448	JEKYLL, BRADLEY & CO.
Bungalow 14, The Plaza,	457 N. Palm Canyon FA 5-2734
111 S. Indian Ave.	JOHNSON, GENE FA 4-1789
CROMMELIN, JACQUES	596 S. Indian Ave.
174 N. Palm Canyon FA 5-5496	MUNHOLLAND & CO.
DEVORZON, JULES FA 5-5240	1059 N. Palm Canyon FA 4-1082
1447 N. Palm Canyon FA 5-5240	MURPHY REALTY FA 5-5102
DEXTER, GRAHAM FA 5-2238	464 N. Palm Canyon Dr.
315 N. Palm Canyon Dr.	NELSON, AMY FA 5-5254
DUNLEVIE, ERNEST G.	2277 N. Palm Canyon Dr.
1807 N. Palm Canyon FA 4-1237	NICHOLS, CULVER FA 5-2182
S. FRANKS	861 N. Palm Canyon Dr.
465 No. Palm Canyon	PRESS, THERESA FA 5-5282
FOSTER, HERBERT H.	611 S. Palm Canyon Dr.
559 S. Palm Canyon FA 4-1952	RANSOM REALTY CORP.
FULTON, MURIEL E.	1542 N. Palm Canyon FA 5-2793
125 S. Palm Canyon FA 5-2225	RAY, TERRY FA 5-2064
GANNON REALTY CO.	773 N. Palm Canyon Dr.
(201 N. Palm Canyon FA 5-2772	SUN REALTY FA 5-2929
HAMMOND, JAMES	428 N. Palm Canyon Dr.
875 N. Palm Canyon FA 5-5373	VENGER, LOUIS FA 5-5393
HASKELL, JOHN & CO.	3775 N. Indian Ave.
2700 N. Palm Canyon FA 4-2265	WEINSTEIN, RALPH FA 5-2884
HEISER, WILLIAM J.	256 1/2 S. Palm Canyon Dr.
1546 N. Palm Canyon FA 5-5685	WILLIAMS, JOHN FA 4-1641
HICKS, HAROLD J. FA 4-1101	423 N. Palm Canyon Dr.
1345 N. Palm Canyon Dr.	WRIGHT, BILLY FA 5-5727
HUTTON'S REAL ESTATE	382 N. Palm Canyon Dr.
905 N. Palm Canyon FA 5-5977	
HYDE, CORA B. FA 5-5101	
290 N. Palm Canyon Dr.	
JACKSON, MILDRED FA 5-5356	
296 S. Palm Canyon Dr.	

PROVIDENCE, R. I. — (UP) — The finance director of this city is John J. Cashman.

'All Nations Under the Sun' To Be Theme for Rose Float

Regardless of the 1959 Tournament of Roses Parade theme, the Palm Springs float will be crowned by a replica of the sun bearing the inscription "All the Nations Under the Sun." The theme was conceived by El Mirador Hotel president Ray Ryan.

In making this announcement yesterday, Theresa Press, chairman of the Palm Springs Tournament of Roses Float Association, said the colorful oilman had accepted the general chairmanship of the Tournament of Roses Float Ball, to be held at El Mirador Hotel Friday, Feb. 28. Theme of the ball will also be "All Nations Under the Sun."

"ALL NATIONS Under the Sun" seems an apt description of Palm Springs life during the season," said Ryan just before he took off for a brief trip to Jamaica. "We become a cosmopolitan community. Our visitors come here from the four corners of the earth."

Ryan pointed out that the theme would permit those attending the ball to wear costumes of many foreign lands.

HE URGED EVERYONE to join the Float Association's effort to raise enough money to enter a Palm Springs float in the Tournament of Roses Parade.

"The obvious benefits that would accrue to Palm Springs makes such an undertaking everybody's job," he said.

Too Late

FALLS VILLAGE, Conn. — (UP) — After using an ancient roll-top desk for 23 years, Postmaster Martin M. J. Murray received a new one — the day he retired.

MATTRESS RENOVATION

and new

Custom made beds direct from factory.

In Palm Springs Each Week Mon., Tues. and Thurs.

Ph. FA 8-3217

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CONCRETE CURBS, ETC.

Paving "Driveways to Highways"

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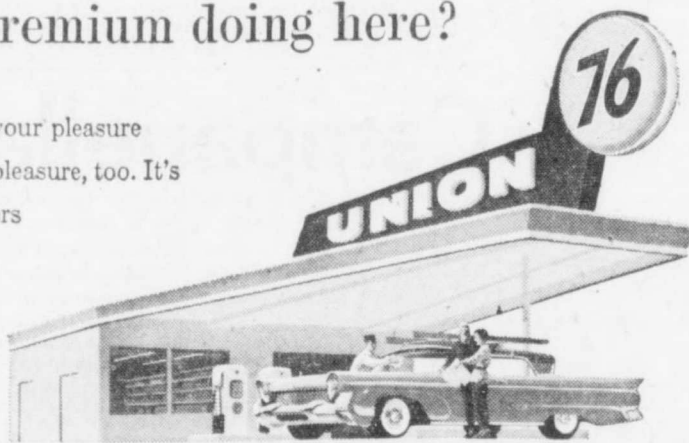


What's the West's most powerful premium doing here?

We've put it in the picture simply to remind you that, wherever your pleasure takes you, Royal 76 gasoline can make driving there part of the pleasure, too. It's "The Finest." You get it at the sign of the big 76 where—customers tell us—the Minute Man Service is as good as the gasoline.

THE UNION OIL COMPANY OF CALIFORNIA

America's Finest Service Stations



TUNE IN: THE 76 SPORTS CLUB EVERY WEEK ON ABC-TV • ASK FOR: FREE SPORTS BOOKS AT YOUR NEIGHBORHOOD UNION STATION



WESTERN COSTUMES lent atmosphere to the chuckwagon buffet with which Joyce and Noel Clarke celebrated their third Ranch Club anniversary on Friday night. Pictured in a merry group, are from left, Mrs. Clarke, Al and Nellis Hunt, and Gretchen Clarke.



PALM SPRINGS' FASHIONABLE TENNIS CLUB was the scene of a real "love match" over the weekend. Los Angeles newscaster Cliff Engle, of KHL-Channel 9, and former Peg Thoma, Hollywood advertising executive, were married by Palm Springs Judge Eugene E. Theriault in the desert spa's plush Venetian Room. Air Force General Clinton Davies (Ret.), of Riverside, gave the bride away. Best man was Jack Meakin, musical director of the Groucho Marx TV show, who first introduced the newlyweds to the beautiful setting of the Tennis Club when he hosted a dinner in their honor there last month, leading to their wedding. Celeste, was matron of honor. (Gayle Studio Photo)

San Diego Directors Meet Here

When the board of directors of the Walker Scott Department store of San Diego held their quarterly board meeting Friday and Saturday, instead of holding it in San Diego as is customary, they moved it to the Palm Springs home of A. J. MacCorquodale, who is one of the directors and who was unable to be in San Diego.

On the board of directors attending the meeting were George A. Scott, president; E. T. Agnew, T. M. Hamilton, B. P. Knudsen, S. Pechnick, Wade G. McCargo from Richmond, Virginia and A. MacCorquodale.

Thursday evening the MacCorquodale entertained at cocktails at their home on Calle de Maria honoring the board members and their wives and H. B. Turrentine, secretary of the board; Mrs. M. Johnson, who is the president's secretary, and Wade Davis.

The surprise of the evening for MacCorquodale was when singing cowboy Johnny Boyle strolled in. The two have not seen each other since 1932 when they met in Tahiti. Following cocktails the visitors who are staying at L'Horizon were the dinner guests of the MacCorquodales at Shadow Mountain Club.

Coffee Social Planned by Jaycee-Ettes

When the Jaycee-Ettes met Wednesday evening at the Paseo de Anza home of Pat Wahlberg, tentative plans were discussed to hold a coffee social for prospective members. Future social events under discussion were the Sweetheart Dance in February, the "Roaring Twenties" in March, and the Hard Times event in April.

The next meeting of the Jaycee-Ettes is planned for Wednesday, January 29, at 8 p.m., at the home of Lois Schlect, 39-967 San Gabriel Circle, at which time Mrs. Amelia Irvine will be the guest speaker on the art of makeup and will give a demonstration on cosmetics.

Those attending Wednesday's meeting were Flo Ambler, Pat Wahlberg, Chris Ranes, Ruby Allen, Marci Eschitz, Roz Bronstein, Evelyn Schilling, Barbara Morrison and Norma Smith.

Limes will stay fresh if kept in a tightly closed jar in the refrigerator.

Bing Crosby Dinner on February 4

PALM DESERT — The much talked about Bing Crosby Dinner and Dance has been set for Tuesday evening, February 4, 1953 at the famous Shadow Mountain Club in this desert community.

The event, installing Bing as honorary Mayor of Palm Desert, will be one of the biggest social gatherings ever to take place in the Coachella Valley.

Buddy Cole and his twelve piece orchestra have been signed to play for dancing and the "Among" show acts.

Name those who have been invited to attend are Frank Sinatra, Bob Hope, Phil Harris and Dean Martin.

Reservations are limited to 300 persons, and they are being speedily gobbled up.

Recent houseguests at the home of Mr. and Mrs. Ralph Smith at 424 Vereda Sur, were Mr. and Mrs. George Cooper from Chillicothe, Missouri.

NOW APPEARING MURRAY ARNOLD HIS MUSIC AND PIANO

DINING DANCING COCKTAILS

HOWARD MANOR

Never a Cover or Minimum

MEMBER

DINERS' & ESQUIRE Clubs

"DINE and SIGN"

DAVE MARGOLIS — JACK DEMPSEY

The Desert Sun

Second Section

Society

Classified Ads

The Desert Sun Tuesday, Jan. 23, 1953 18

Around Town

with Hildy Crawford

This weekend . . . with its mixture of rain and sunshine . . . presented a varied social scene . . . and several interesting happenings . . . Golf at Thunderbird . . . and the veddy social Shadow Ball at Shadow Mountain Club . . . There was a party for visiting British nobility . . . The Ranch Club's western chuckwagon buffet that celebrated the third year of the Noel Clarkes as owners . . . and arrivals and departures . . . dinners and luncheons . . . and the Sunday brunches . . . People from around the world were getting their first look at Palm Springs . . . and others were returning to spend the winter as they have for many years . . .



Red roses and tall tapers in the silver candelabra decorated the dining table Saturday night . . . when Marion Davies and her husband Capt. Horace Brown entertained at dinner in the Fountain Room at Desert Inn . . . The dinner honored their houseguests Mr. and Mrs. James M. Beck, East Coast social registerites . . . who own one of Newport, Rhode Island's showplaces where the Browns were guests last summer . . . Among their 21 guests were Mary Pickford and Buddy Rogers . . .

Invitations are out this week . . . to the tasting of distinguished premium California wines . . . to be held in the Candlewood Room at Ocotillo Lodge on February 12 . . . The affair, which is a benefit for City of Hope, is being sponsored by the Palm Springs Chapter . . . and honors their honorary president Mrs. Elsinore Machinis . . .

Charel de Thome's Tamarisk home . . . which harbors so many mementoes of his travels and cosmopolitan life . . . was the scene of an informal party at the cocktail hour Saturday evening . . . The party honored Lord and Lady Essendon of London, England . . . who are here spending a couple of winter months with her sister Mrs. Lottie Davies . . .

Invited to meet the visiting nobility were . . . Zaddie Bunker and her sister Henrietta Parker Hoover, Elaine Elser . . . Mildred Southwick Potter, Dora Clarke, Catherine Cutler, Mrs. Saunders . . . the Carl Betchers . . .

The Vance Betchers of Sherman Oaks, who are also houseguests of Mrs. Davies, were there . . . and a late arrival was Gitta Alpar . . . This is the first time I have encountered the singer since her European concert tour this summer . . . and she's looking great . . . with her hair back to its original ash blonde . . .

Fascinating to admire Charel's treasures . . . I remembered Padewski's piano which has a place of honor in his livingroom . . . and the great chair that once seated King Alfonso of Spain . . . the art treasures . . . but had forgotten the cabinet of carved ivory . . . and the exciting miniatures of Napoleon and his generals . . .

Handsome young David Dyer.

Purcells Host First in Series Of Parties

The first in a series of informal cocktail buffets was hosted Saturday evening by Dr. and Mrs. Frank Purcell Sr. at their home on Pablo Drive.

Bouquets of pastel colored spring flowers decorated their home and buffet table.

Among those enjoying the evening were Dr. and Mrs. William Elliott, Mr. and Mrs. Roger Williams, Mr. and Mrs. Stewart Williams, Harold Hicks, Mr. and Mrs. Burnham Bigelow and Mr. and Mrs. Newton Hotchkiss.

Long Time Friends Are House Guests

Houseguests of Mrs. Rose McKinney are her long time friends Mr. and Mrs. George Hamilton, and Mr. and Mrs. Morgan Smith of Reno, Nevada.

Thursday evening they attended the Chamber of Commerce installation of officers at the Tennis Club. Mr. Hamilton is on the board of directors of the Chamber of Commerce in Reno.



VILLAGE FLOWER SHOP

Flowers for Every Occasion

THE CENTER

174 N. Palm Canyon Drive

PHONE FA. 5-2533

Palm Springs, California



LILLIAN ROTH, the "I'll Cry Tomorrow" girl, whose second book, "More Than My Worth," is ready for distribution, will address the Palm Springs Optimist Club at its luncheon at the Biltmore tomorrow. Wives and members of Scrip Optimist Club have been invited to attend.

Lillian Roth To Address Optimists

Lillian Roth, actress, singer and author of "I'll Cry Tomorrow," will be guest speaker of Optimist Club at their meeting on Wednesday, Jan. 29, at 12 noon, announces Roy Randolph, president. The luncheon meeting will take place in the Biltmore Hotel.

Miss Roth, who with her husband T. Burt McGuire, has been living in their Palm Springs home since last September, has completed the writing of her new book "Beyond My Worth." The book, as yet unpublished, already has over 50,000 orders paid in advance. It should be available next month or early April.

Tremendous success has been earned by the writer and entertainer since her first book was published, and it now is reprinted in 19 foreign languages with a sale of over five million in the Pocket Book variety. Just this week she received word that Pageant magazine had brought the serial rights to "I'll Cry Tomorrow" to be printed in three monthly issues this summer.

One of the greatest new claims to come to Lillian Roth happened this week when she was notified from New York that she had been named as one of the five top entertainers in this country by the recent Gallup Poll.

Her talk Wednesday will feature a question and answer period, and she will tell briefly about her new book. The program is open to Optimist Club members and their friends, and Scrip Optimists have been invited to attend. Reservations must be made by calling Roy Randolph, FA 5-2233.

To keep radiators from rusting, wipe them with an oiled cloth.

Washingtonians Wintering Here

Here to spend the winter at Desert Hills Trailer court, are Mr. and Mrs. Orville Stonack of Kent, Washington.

Houseguests of the Stonacks are Mr. and Mrs. Ray Willis of Tacoma, Washington. Their recent houseguests were Mr. and Mrs. Robert Hudson of Yakima, Washington, and honeymooners, Mr. and Mrs. L. S. Conrad, also of Yakima.

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Better call right now for that free trial. You'll love the care and devotion of those wonderful Slenderella people . . . and, of course, it's fun to be pampered—cared for. And so—no—no—no—only \$2.00 per visit—Budget Plan. Hurry in. You'll be so proud you did when you see the stars in his eyes.

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Baldwin — Wurlitzer — Thomas Pianos and Organs

New and Used

10% DOWN—36 MONTHS TO PAY



In The Plaza — Corner Indian Avenue

Continental Buffet Luncheon

Served at Your Table in a Relaxing Atmosphere

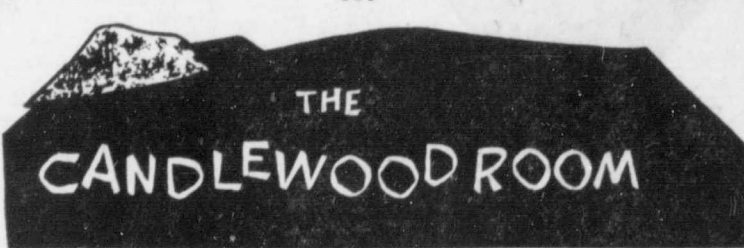
Continental Cuisine

Served A La Carte

from 5:30 p.m. to 1 a.m.

MAKE DINNER AN EVENT

AT



... IN THE OCOTILLO LODGE

1111 EAST PALM CANYON DRIVE

Newest Addition to Los Angeles'

The Windsor * Secret Harbor * The Dales

MEMBERS !

For a noontime breather, away from downtown crowds and parking problems . . .

JOIN YOUR FRIENDS FOR A RELAXING POOLSIDE

LUNCHEON BUFFET

Daily 12:00 - 2:00

The Tennis Club



SOME OF THE TOP BRASS at the Winter Conference Southern District Business & Professional Women's Clubs, Inc., conversing at El Mirador this weekend, were, left to right: Carolee Hawkins of Oceanside, second vice president of the Southern District; LaDacia Ellis of Chico, state president; Marion Monette of Cathedral City, Southern District president; Margarita Ruiz, president of the Mexican Federation of B&PW and, in the background narrating the fashion show, is Nora DuPree of Coachella B&PW Club. (El Mirador Photo by Conrad Hug)



ARRIVING AT PALM SPRINGS AIRPORT for a short visit, Dr. Margaret Chung, legendary figure affectionately known as Mom Chung to hundreds of servicemen, found a welcoming committee awaiting her. Pictured from left, Col. Leonard Davis, Commanding Officer of Marine Naval Base at Mojave, Mrs. Davis, Commander Maurice Horner, Dr. Chung and Mrs. Horner. She will be a houseguest of the Horners. (Desert Sun Photo)

Winter Conference Honors Baby Palm Springs Club

There were diapers on the line Saturday at a luncheon held at El Mirador Hotel. The luncheon was the kick-off for the Southern District Business and Professional Women's Clubs, Inc. who held their winter conference here Saturday and Sunday January 25 and 26. The diapers were representing a brand new Palm Springs B&PW Club with Fern Laurence as president. Introducing the new club were Mrs. Estelle Reutlinger, president of the Desert B&PW Club of Cathedral City, sponsoring club, and Helen Hester, president of Coachella B&PW Club.

During the luncheon, Scott's Desert Wear of Cathedral City gave a fashion show with models from the Coachella, Cathedral City and Palm Springs Clubs showing 48 different fashions in play wear, swim suits, western and frontier wear, and dinner and cocktail dresses. Models were Regina Spencer, Regina Wasich, Helen Pease, Ruth Cassidy, Adelaide Wall, Dorcas Draggee, Fern Scott, Euleta Jackson, Susan House, Dorothy Elter, Martha Goddard, Gwen Workman, Dorothy Killian, Helen Morris and Terry Dawson.

Mrs. Marion Monette of Cathedral City, Southern District president, presided over the luncheon and the banquet which took place Saturday evening, featuring Mrs. LaDacia Ellis, president of the California Federation of B&PW Clubs as speaker with "You and Your Public" as her topic.

Entertainment at the evening banquet was furnished by the effervescent Fern and Ben Scott in a number of square and pattern dances. Also entertaining with the Scotts, were Ann and Frank Cunningham, Iris and John Down and Doris Krause and Howard Headley.

Following the banquet a reception was held in honor of Mrs. Ellis, State Federation President, with Mrs. Reutlinger as hostess. Mrs. Ruth Feuerstein, State international relations chairman, spoke at Sunday morning's breakfast on "Yours Internationally," which seemed a fitting subject with representatives from Canada and Mexico at the tables.

Conference hostess clubs were Palo Verde, El Centro, Coachella Valley, Brawley and Desert Club of Cathedral City.

Luncheon Honors New Officials

Mrs. G. E. Spears was hostess Friday noon at a luncheon given poolside at the Racquet Club honoring newly elected officers of the local chapter of B'nai B'rith. Guests included Mrs. George Sheff of San Marino, who is fourth vice president of the B'nai B'rith Grand Lodge; Mrs. Edward Roodberg of Beverly Hills, chapter organizer for Woman's Grand Lodge of B'nai B'rith; Mrs. Marty Cobin, newly-elected president for the newly-formed organization; Mrs. Jack Auerbach, financial secretary; Mrs. David Lager, treasurer.

The election of these officers took place Thursday evening with Mrs. Spears, who hosted the party, elected vice president.

Installation of the officers will take place February 6 at Chl Ch when the chapter is formally installed.



THE FEATHERY, FLOATING FEELING of a cloud is the way nationally known hair stylist Mr. Jay of Coiffures Americana, describes the new coiffure. Mr. Jay is at Bullock's Palm Springs store this week for complimentary personal consultation.

Champagne Party Honors Visitors On Anniversary

When Edith Norton entertained early this week with a champagne pouring party the occasion marked the 20th wedding anniversary of Mr. and Mrs. Al Granard, of Los Angeles. Mrs. Norton is spending most of the winter at Desert Skies and Casitas del Monte. Others at the party were Mr. and Mrs. Louis Shonholtz, Mr. and Mrs. Jack Rein, Mr. and Mrs. Harold Lapin, all Los Angeles; and Mr. and Mrs. George Weiss, San Francisco.

Others holidaying at these hotels are: Mr. and Mrs. Nate Block, Pocatello, Idaho; Mr. and Mrs. Samuel Fallick, Chicago; Mr. and Mrs. B. Lorber, Jackson Heights, N. Y., all staying until April. Those there until March are Mr. and Mrs. C. N. Comegys and Peggy Comegys, Chicago; Mr. and Mrs. Robert J. Botley and family, Seattle.

Playing golf and swimming in one of the three swimming pools there are: Mr. and Mrs. M. O. Harrison, Mr. and Mrs. G. McEnany, Mr. and Mrs. James Gettle and family, Mr. and Mrs. Roy Hill, Mrs. Bishop Wilcox, all Los Angeles; Mr. and Mrs. Charles L. Roveto, Danbury, Conn.; Mr. and Mrs. W. C. Woodley, El Segundo; Mr. and Mrs. K. W. Coggill, Santa Monica; Dr. and Mrs. David Lee and family, Mr. and Mrs. Arthur Rush, North Hollywood. Mr. and Mrs. G. M. Marshall and family, Chicago; Mr. and Mrs. Thomas Casey, Palos Verdes.

Cleveland Brave football player, Ed Ecker, and his wife have been relaxing at Desert Skies and Casitas del Monte, also.

Houseguests

Houseguests at the home of Mr. and Mrs. Harry Hunter, 1176 San Lorenzo Road are Mr. and Mrs. Andres Hunter of Puyallup, Washington. Hunter is the former postmaster of Puyallup.

Cloud-Light Looks Marks New Hair-Do

There's something about a new hair-do that can send your spirits soaring—and there's an exuberant note in the new coiffures to do just that.

"Keep in mind the feathery, floating feeling of a cloud," suggests nationally known hair stylist Mr. Jay of the trend-setting Coiffures Americana. Mr. Jay is in Palm Springs under the auspices of Bullock's, and will appear as visiting consultant at their beauty salon the week of January 27th.

"Hair-do's, like dresses," says Mr. Jay, "are shorter now, based on the nineteen-twenties revival. The American woman has taken the chiffon and chemise to her heart, and this gay, feminine feeling has, of course, pointed the direction for new season hairstyles."

Up-to-date, and deftly adapted to our own decade, these designs nevertheless retain the delightful, daring aspect that dictated the fashions of our Golden Decade. Supply simplicity shapes the silhouette in dresses—and coiffures provide the perfect contrast. They are fluffy, ethereal, shaped to float about the head like so much moss-mer, light as air bubbling through champagne. "Curly and waves are arranged," explains Mr. Jay, "to suit your own features and hair texture—but it's important that the hair is lifted up and out. The crown of the head is not perfectly flat; wave and curl treatments are used at forehead and sides to form entirely new and different types of bangs or half-bangs; all the hair is lightened so as to appear almost weightless."

Mr. Jay will be available at Bullock's beauty salon during the week of January 27th for complimentary personal consultation on your hairstyle plans.

Mom Chung Visiting In Village

A great lady arrived at Palm Springs airport Saturday, to spend a few days here with Commander and Mrs. Maurice Horner, and Commander Tom White, who is due to arrive today. The lady is Dr. Margaret Chung and the two men are among her 1,500 adopted sons, one who number among them generals and admirals and statesmen.

This is the woman who founded the Flying Tigers, and who was responsible for the act which created the WAVES. This is none other than the legendary "Mom" Chung, whose name is known and loved by fighting men around the world. Now in her 60s, Mom was born in Santa Barbara, and graduated from the medical school at USC. Her father was a Christian Chinese.

Her constant companion is a pale blue and white parakeet named Sweetheart. When not in his ermine covered cage, Sweetheart perches on Dr. Chung's eyeglasses.

It has been said that Mom Chung is as American as show business, and that she's in show business up to her neck. Sophie Tucker wrote her autobiography "One of These Days" while a guest at Dr. Chung's home in San Francisco. Other headlines have been married there, and the last time she visited Palm Springs, it was as a guest of Lily Pons.

This evening the Horners will entertain for her, introducing this fabulous personality to some of their Palm Springs friends.

Shower Is Surprise for Mrs. Lloyd Tevis

Mrs. Lloyd Tevis, who thought she was to be a guest at the Palm Springs Playhouse Wednesday evening, instead found herself the surprised and honored guest at a baby shower, co-hosted by Mrs. Robert Backstrom and Mrs. Warren Slaughter.

Pink and blue carnations made a floral centerpiece and other decorations in the Backstrom home included a large stork and a decorated crib.

Several interesting games were played. Invited guests included Mmes. J. Blake Field, Frances Elliott, William Blomdon, Keith Herbert, Henry Greeley, Lyle Smith, Harrison Dimmitt.

Style Show Tickets Go On Sale

Reservations are pouring in for the first fabulous fashion show of 1958, which will be held February 1st, and is sponsored by Palm Springs chapter of WAIF. The big event will feature two firsts. One will be the showing of Peggy Hunt's next summer line of dresses and ball gowns for the first viewing in the United States, and the other will be the opening of Romanoff-on-the-Rocks for the luncheon guests. Only on that day will Romanoffs serve luncheon, so sweet charity inspires two famous firsts.

Those making reservations to date are: Mrs. William Malouf with a table for ten to include Jane Russell, founder of WAIF's first chapter in Hollywood; and Peggy Hunt, whose clothes will be modeled.

Others making up tables are: Mrs. Harold Murphy, who will be joined by Mmes. John Vale, Earl Henderson, Asher Levy, John Mount, Maurice Horner, Franny Pruitt, Ed Robbin, Henriette Smith, Florence Hunt, Carl Betcher and Grace Dennison.

Mrs. George Roberson will have a table of seven. Mrs. Howard Morris will sit with Mmes. Sam Salinger, Ted Charleston, Walter Sibbert and Adolph Bremer. Jerry Handwork has asked Mmes. George Barrett, Eric Lindberg, Ray Corliss, Judy Howard, Russell Wade and Holly Morse.

Dorothy Gray Brown has a table for 10. Mrs. Norman Waters will have four. Mrs. Walter Braun-



A SUNSHINY GARDEN was the setting as committee members discussed final plans for the WAIF fashion show luncheon next Saturday at Romanoff's on the Rocks. Mrs. George Wheeler, reservations; Mrs. S. P. Manasse, co-chairman of the charity event; Mrs. Howard Morris, reservations; and Mrs. Russell Wade, coordinator of the style show. For this big event Peggy Hunt will show her latest designs for spring and summer, which will be the first time the new styles are shown in the United States.

schweiger, two; and others to be present are Mrs. Nora E. Simpson, Mrs. A. J. O'Dell, Mrs. Nancy Herbert, Mrs. Kittie La Forge, Mrs. Hannah Weitz will have six; Mrs. Caroline S. Snyder, and many more.

Those wishing tickets are reminded to call Mrs. Howard Morris, or they may be purchased at J. W. Robinson Co. through Marge St. Cyr; Dorothy Gray shop, Palm Springs Music Co., and at the Racquet Club from Mrs. Sherman Hull.

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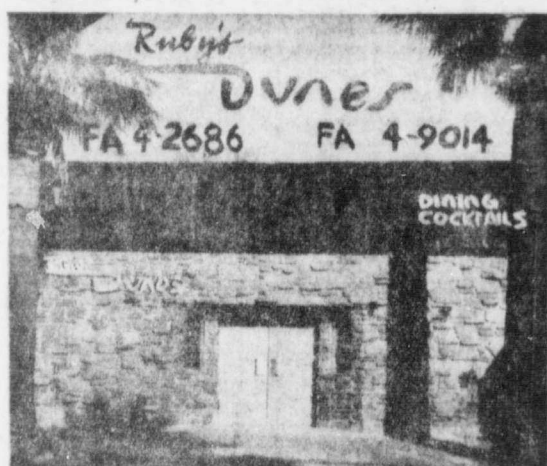
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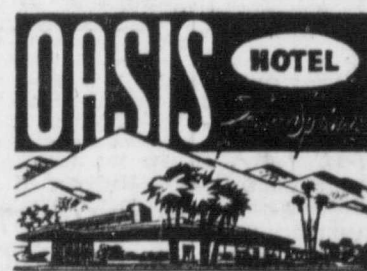
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REAL MONEY MAKER!
\$20,000 PLUS
JEKYLL, BRADLEY & CO.
457 N. Palm Canyon, FA 5-2734

CONTRACTORS
INVESTORS
WAREHOUSE and four good in-
come apartments in Palm Des-
ert.
Priced at ONLY \$26,500
Vera Gordon FI 6-6823 or 6-6382

WILL BUY garden or swimming
pool route, or some small estab-
lished business. Phone VI 5-1864
or write Rt. 1, Box 116 E, Beau-
mont.

SEEK financing for industrial
laundry, for desert area. Phone
FA 5-7519 2 - 6 or write Desert
Sun Box 190, File L-8.

BEAUTY SALON, Money maker!
Established year 'round clientele
Phone evenings only, FA 5-5647.

DELICATESSEN, beer and wine
license. \$3000 handles. Desert
Sun Box 190, File M-2.

Lots & Acreage 33

THUNDERBIRD

LOVELY View lot overlooking
famous Golf Course. Fronts on
Calico. Owned by top screen
personality. Courtesy to Brokers
Phone FA 5-7606

SALTON SEA

ACREAGE FROM \$350
THE LOVELANDS
REALTORS
Avenue 44 at Smurr
Phone Indio DI 7-5735

SPECULATORS
2 BLOCKS from Tamarisk Club
House, 40 acres. \$3950 per acre.
All utilities available, good
terms.

S. FRANKS, REALTORS
465 N. Palm Canyon FA 5-2179

PALM Springs R-1 lot, \$3000. Near
school.

S. FRANKS, REALTORS
465 N. Palm Canyon FA 5-2179

Lots & Acreage 33

AL ZISKIN, Realtor ACREAGE

80 ACRES
STRATEGICALLY located near Indio and main highway. \$250 PER
ACRE. Low down, easy balance.

50 ACRES
HIGHWAY 111 between Indian Wells Country Club and Indio. Zoned
C-1 to a depth of 650 ft. \$2500 PER ACRE. Good terms.

40 ACRES
WITH OUTSTANDING 2 acre dune site all leveled and piped with
water. Ready for citrus planting in warm area, near the Coch-
ran Odium Ranch, just outside Indio. \$900 PER ACRE. 1/3 down.

SPECIALIZING in acreage and ranches in the Country Club areas
from Tamarisk to the Salton Sea.

Rancho Mirage Realty Co.

NEXT TO THE POST OFFICE, HIGHWAY 111
ONE MILE ABOVE THUNDERBIRD COUNTRY CLUB
PHONE PALM SPRINGS FA 8-2101

Lots & Acreage 33

THREE LOTS with 150 ft. on N. Palm Canyon

\$30,000

With the limited amount of prop-
erty on Palm Canyon Dr. this
is an excellent investment op-
portunity - or for building site.
Terms, or \$2000 less for cash.

Peter B. Sheptenko
475 N. Palm Canyon Drive
PHONE FA 5-2727

ACREAGE
INVEST now in the beautiful cool
year round Joshua Tree high
desert area. 640 acres suitable
subdivision. \$200 an acre, good
terms.

160 ACRES \$180 Acre
10 ACRES \$2950 Full Price
2 1/2 ACRES \$1100 Full Price

AL PETERS, REALTOR
Box 253, Ph. Forest 6-2436, Jo-
shua Tree, ask for Roy or Har-
riot. Guppy, Palm Springs
FA 8-2810.

LIQUIDATING

2 1/2 ACRE PARCELS
FULL PRICE \$695

\$25 Down - Low as \$15 Monthly
ROADS and surveyed. Near Yuc-
ca Valley, Office, Red Shack at
Joshua Tree or call owner
Palm Springs FA 5-7507 or
FA 5-5765.

LAS PALMAS

CHOICE LOTS surrounded by lux-
ury homes. All on paved streets.
Utilities underground. Exception-
al values. Terms. Courtesy
to Brokers will sell singly or
in groups. SPECIAL consideration
to speculators and builders.
Owner, 1132 Vista Vespero, FA
4-2965.

NEAR NEW POST OFFICE

IN PALM DESERT
2 CORNER R-2 LOTS, 205' x 480'.
Room for 8 units. Near school.
Street on 3 sides. Call owner,
FA 8-2287 or evenings FA 5-2718.

R-2 Corner Lot

160 X 180
Can Build 15 Units
\$12,000--Terms
PRIVATE PARTY FA 5-6392

YOU CAN'T BEAT
THIS R-3, top southeast 200 foot
feet for land cost per unit. Will
take 26 units at about \$1600 per
unit. Price \$42,500.

MURPHY REALTY
464 N. Palm Canyon FA 5-5192

THE MOST beautifully level view
lot in Palm Springs. 125 x 123 1/2.
Street paved and curbed, sewer
in. Owner FA 4-9389.

ESSEX, 1/4 Section 2216' on Hiway
66, adjacent S. F. Railroad, 1/2
mineral and oil. \$6500. Mr. Mel-
lin, 291 Athel St., Palm Springs

640 ACRES - All or part. Will
lease 1 year. 1 mile from Salton
Sea. Or will sell.
MARION MOULTON - FA 8-2810

440' ON E. Ramon Rd by 990'
deep. Write A.

\$30,000 A ROOMY BARGAIN. all large rooms, 3 bedrooms, living room has fireplace, separate dining room, 132 x 135 landscaped lot, heated and filtered pool, double attached garage... Don't fail to see this home!

\$32,500 NEARLY NEW 2 bedroom home in district of comparable homes, large living room with fireplace and sliding doors to a beautiful landscaped yard, heated and filtered pool smartly furnished included in price! planned for third bedroom, 2-car garage... Terms available! Will trade for Units.

\$36,500 REDUCED FOR QUICK SALE. located on popular Paseo El Mirador in district of fine homes, three large bedrooms, 2 baths, kitchen with built-in range and oven, fenced lot with heated and filtered pool, beautiful desert landscaping, 2-car attached garage, and many other fine features!

THERESA PRESS, Realtor

611 SOUTH PALM CANYON FA 5-5282 or 5-5294

SEVERAL LUXURIOUS GOLF COURSE HOMES

With Swimming Pools
From \$42,500 to \$125,000

WE ALSO HAVE SOME EXCEPTIONAL BUYS
IN HIWAY FRONTAGE AND ACREAGE

TONY BURKE, INC.

HOWARD FULMER S. P. MANASSE PERC. WHITESIDE

70-237 HIGHWAY 111, NEAR THUNDERBIRD
PHONE FAIRVIEW 8-2590 OR FIRESIDE 6-6104

Cowen-Ratterree

DUPLEX—Owners beautiful unit, plus rental at \$300 per month. Fabulous view. Room for 17 more units. Rancho Mirage. Easy terms available.

10 Acres, Thunderbird... \$55,000

SACRIFICE—Reduced from \$32,000 to sell at \$25,000. 2 bedrooms, Pool, furnished. Exclusive Tahquitz River Estates.

TENNIS Club area hotel. Finest location. Shows steady earnings, owner leaving city and will sell on small down payment.

BEST BUY—Twin Palms Estates, 3 bedrooms, 2 baths, Pool, refrigerated. Must sell.

1171 N. Palm Canyon FA 4-9475

Ralph Weinstein

3 BEDROOM and den, 2 baths, garage and pool. Corner lot, in very nice south end location. \$35,000 furnished.

TRIPLE—Two 1 bedroom apartments and one 2 bedroom and den apartment. Large utility room. Good rental area. \$37,500

SOUTH END—8 units with room for more. Pool. \$79,500.

Ralph Weinstein

256 1/2 S. Palm Canyon Drive
Phone FA 5-2384

Desert Paradise

\$3000 SQUARE foot Ranch home on Circle B Ranch. Formerly owned by movie star. 3 bedrooms, 2 baths, Pool, tennis, 14 acres, landscaped grounds. Guest house. One of the most beautiful settings in this area. \$49,500, terms. More land available up to 20 acres if desired. All cultivated and under irrigation. Ideal for Gentleman's estate, guest ranch, etc.

FA 9-2745 FA 9-4388

OPEN 12-4 P.M.

71-388 COUNTRY CLUB DRIVE

Thunderbird area. 3 bedrooms, 3 baths. Priced to sell!

Palm Springs Best Buy
LOVELY corner home. R-2 lot. 2 bedrooms, 2 baths, plus income apartment.

JOHN HASKELL

2700 N. Palm Canyon FA 4-2265

\$16,500

CHEAPER THAN RENT — \$76 month including taxes and insurance. Tahquitz River Estates 2 bedroom furnished home.

DEGLEY REALTY

OUR NEWEST branch office in So. Calif. 67-977 Hiway 111, across Drive In Theatre. FA 8-2888.

DO IT YOURSELF

MODERN COTTAGE
NEEDS repairs, other buildings on property. Located on Circle B Ranch. 1 acre ground. Sheltered by trees. Abundant water. \$8950, terms. FA 9-2745, 9-4388.

REDUCED TO A LOW CASH OUT PRICE

CUSTOM BUILT, 3 BEDROOM 2 BATH, BUILT-IN WET BAR, MILLION DOLLAR VIEW.
\$23,500

CONTACT AGENT — FA 5-6922

2 BEDROOM nicely furnished home, 2 guest houses. Large landscaped walled lot. Owner 301 Tamarisk Road.

1934 E. ANDREAS

THE DESERT SUN Tuesday, Jan. 28, 1958 58

MR. AND MRS. GOLFER

Enjoy This World
in this
Out-of-This World Home

BEAUTIFUL ESTATE SITUATED
RIGHT ON THE GOLF COURSE
OF THE WORLD FAMOUS
THUNDERBIRD COUNTRY CLUB

Exquisitely furnished four bedroom, four bath home which has just been newly carpeted and draped. All rooms are spacious... Terrazzo entrance hall... 4 fireplaces... lovely large master bedroom with fireplace... two serving and butler pantries... making this an ideal home for entertaining... the lanai has sliding glass doors which open onto the beautiful heated and filtered pool... picturesque landscaped grounds... on the golf course.

SHOWN BY APPOINTMENT ONLY...
TO QUALIFIED BUYERS

EXCLUSIVE WITH

RUSSELL WADE, Realtor

MEMBERS PALM SPRINGS REALTY BOARD
850 SOUTH PALM CANYON DRIVE PHONE FA 5-2855

TERRY RAY

773 N. PALM CANYON

OWNER'S sacrifice on 2 bedroom 2 bath refrigerated home. Select neighborhood. Owner will trade or rent. Asking \$22,000 furnished. Call Luce evenings FA 4-2806.

NICELY furnished 2 bedroom home — fireplace, fenced, garbage disposal. Low down, easy terms, \$14,500.

FABULOUS RENTAL — 3 bedroom 3 bath home. Heated pool, patio, sundeck, walled yard, bar. Nicely furnished. Only \$350 per month.

NEWLY redecorated and in excellent condition — Triplex reduced to \$36,500. One block from stores. Will consider a trade.

OVER ONE acre in center of town zoned R-2. Can be divided. Owner says "sell." Call Campbell evenings FA 5-7457.

OUTSTANDING ACREAGE BUY — 60 acres, good well and pump. Near large development. Has 3 bedroom home. Lowest price in desert for this top acreage, \$35,000 — 1/2 down. Call Hamm, evenings FA 8-1343.

SOUTHERN SPECIAL — New modern 3 bedroom refrigerated home. Pool and fenced. Owner will take some trade. \$37,500. Call Palmer evenings, FA 5-6454.

R-3 ZONING on home and income property. Located on Indian Ave., situated in top income area. \$39,500. Call Matloff evenings FA 5-5866.

PHONE FA 5-2064

Howard Palmer
Bess Matloff Art Campbell
Betty Luce Mal Hamm

JIM SHARPE

2 BEDROOM, den, in main house with attached mother-in-law room and bath. 100' x 200' lot. \$22,500, terms.

2 BEDROOMS, den, 1 1/2 baths, furnished, Winterhaven Manor. Squeaky clean. \$15,950, terms.

4 FURNISHED UNITS rented, on half acre R-2 lot. Room for 10 units. Located 1/2 mile west of Ranch Club. Steal it for \$37,500, terms.

R-2 LOT — South of Ramon, west of Sunrise Way. Only \$3500. \$1000 down. Terms.

JIM SHARPE

REAL ESTATE
433 N. Palm Canyon Drive
Ph. FA 5-2345 Ph. FA 5-2319

BY OWNER WILL TRADE Two Properties

IN LOS ANGELES
DUPLEX AND 4 FLAT

FOR
PALM SPRINGS

INCOME, COMMERCIAL, HOUSE
LOTS OR ACREAGE
PHONE FA 5-6592

Jules De Vorzon

RELIABLE Salesman Wanted.

3 Bedrooms, 2 Baths. Landscaped. Walled pool. Furnished. \$36,000.

3 Bedrooms, 2 Baths. Landscaped. Pool. South End. \$32,500.

2 Bedroom Home. \$13,500.

1447 N. PALM CANYON
FA 5-5240 FA 4-9604

JUST completed, 3 bedroom, 2 bath, 2 car garage home. Landscaped 91 x 114 lot. Owner anxious to sell. FA 5-2653 or 5-6338.

BEAUTIFULLY furnished, 2 bedrooms, 2 baths. Heated Pool. LEASE OR SELL.

MARION MOULTON FA 8-2810

BUY WRIGHT!

ONLY \$3500 DOWN!
FOR THIS ALMOST NEW 3 bedroom 2 bathroom home with POOL for only \$22,500.

5 ALMOST NEW! UNITS, close in. Spacious rooms and all with kitchens. A best buy at \$47,500. Excellent terms.

\$72,500 FULL PRICE! ABSOLUTELY the best 10 UNIT in town with a large POOL and close in. If you see and don't buy you are not a buyer!

LET'S TRADE! 14 UNITS with POOL, well located for only \$99,500. Will consider medium priced home as part payment or what have you?

15 UNIT LOT! SOUTH LOCATION. Ideal for all year around rental units. Only \$17,500.

BILLY WRIGHT

20 Years in Palm Springs REALTORS
H. Lakey, B. Colven, V. Love
382 No. Palm Canyon Drive
FA 5-5727 — FA 5-6672

80 ACRES

SEE THIS beautiful subdivision land near new resort hotel project. Million \$\$\$ view. \$750 per acre, terms. Best buy — believe it or not!

12 Units--\$79,500

POOL, corner, near Robinson's new store. Beautiful buy.

SAVE \$\$\$

OUT OF TOWN OWNER has furnished 3 bedroom home with pool on a beautiful landscaped corner lot. Near schools and club. Priced for immediate sale \$29,500. Submit.

Munholland & Co.

ASSOCIATES
GORDON NICHOLSON
B. K. DE TARR
1059 N. Palm Canyon, FA 4-1082

BRAND NEW

A VERY beautiful ranch style home, stone front, stone fireplace, 3 bedrooms, 2 baths, built in kitchen in color, beautiful quality carpeting and drapes done by professional decorator. Vinyl floor covering, heated and filtered 16 x 32 ft. pool, refrigeration air conditioning, lot 110 x 100, partially landscaped. Location and all neighboring homes are tops. The discriminating buyer will truly appreciate this fine home at 1855 Aquanetta Drive.

\$42,500

Phone FA 5-6022

SOUTH END

EXCEPTIONAL home, 3 bedrooms, 2 baths. POOL, landscaped. Nicely furnished. \$36,750, terms. Private party. Courtesy to Brokers. FA 4-2965.

BY OWNER — New 3 bedroom 2 bath fenced yard, corner lot, refrigerated. Built-in range, oven, garbage disposal and dishwasher. Must sell. Low down. 694 Bedford, Enchanted Village. Ph. FA 4-2619 or 5-2685.

MODERN 2 bedroom home, fireplace, glass sliding doors, disposal, fenced and patio, garage. \$13,750, \$1750 down, \$100 month on balance.

JIM SHARPE Ph. FA 5-2319

\$9500 FULL PRICE 2 BEDROOM HOME

SMALL down and low monthly payments. This beats renting! JEKYLL, BRADLEY & CO.

457 N. Palm Canyon Ph. FA 5-2734

SMALL down or trade. Newly decorated, refurbished, 2 bedroom, 1 bath home, fenced and landscaped. F. 5-2305, FA 5-7116 eves.

AMY NELSON

\$9,500—2 bedroom home, includes stove and refrigerator. Low down payment with small monthly payments. See this!
\$12,000—2 bedroom home on sewer, landscaped. Only 2 blocks from school. Large picture windows. Carpeted. \$2500 down.
\$16,450—Charming new 3 bedroom, 2 baths. Only \$2000 down. Separate entrance to one bedroom. Ideal for rental purpose.
\$22,500—New 3 bedrooms, 2 baths, top location, refrigerated air conditioning, low down payment. A real value!
\$38,500—Deep Well area—Beautifully furnished 3 bedrooms, 2 baths and pool. See this for sure!

INCOME PROPERTY

\$47,500—5 furnished units on Palm Canyon Drive, excellent location for daily or monthly rentals.
\$63,500—9 beautiful furnished units located in Ranch Club area. Room for 9 more units. Owner says "sell."

LOTS

\$1695—75'x100'—North side near Indian Avenue. Hurry for this! \$2750—100'x80'. Choice level lot. This lot underpriced \$1000.
\$4500—100'x128'. Choice corner view lot. A real buy!
\$27,500—Palm Canyon Drive, 100'x128'. Choice lot site.

AMY NELSON, Realtor

2277 North Palm Canyon Drive—Phone FA 5-5254—FA 5-5345
San Clemente Office, 508 No. Highway 101—Phone Hy. 2-1121

MILLIONAIRE'S ROW FOR THE ASKING

A HOUSE WITH A HOMEY FEELING FIT FOR A MILLIONAIRE AND A KING WITH A QUEEN ONLY \$32,500. 3 LARGE BEDROOMS, ALL BIRCH DEN WITH REAL BEAMS. FABULOUS BIRCH KITCHEN WITH BUILT-INS. LARGE LIVING ROOM WITH REAL FIREPLACE, ELABORATE MASONRY, PATIO PLANTERS, REFRIGERATION, WALLED, LANDSCAPED ELABORATELY, POOL, WALK TO THE POST OFFICE—YET SO EXCLUSIVE—OPEN HOUSE.

SEEING IS BELIEVING—700 TAMARISK ROAD

ALSO SEE THE FABULOUS

\$40,000 HOME FOR \$30,000
AT 1153 N. CALLE MARCUS

OWNER FA 5-6639 or FA 5-2436—OPEN HOUSE.

THUNDERBIRD

4th Fairway Cottages

Open House 12 - 4 p.m.

BEAUTIFUL exclusive location, quiet restful relaxation for couples.

HEATED POOL — 2 BATHS
BUILT-IN KITCHEN

UNFURNISHED — \$24,950
FURNISHED — \$28,500

Phone or See HOWARD FULMER

FA 8-2590 or FA 5-6079

R-1 LOT 100' x 105' \$3950

FURNISHED DUPLEX, like separate homes \$32,500

4 FURNISHED UNITS — Room for more \$38,500

LARGE industrial lot \$22,500

MARTHA JAMES

REALTOR

445 N. Palm Canyon Ph. FA 5-2751

Invest Wisely

\$13,500 — THIS IS VALUE! 3 bedroom home in south end.

\$15,000 — DO IT YOURSELF! A little fixin', paintin', and gardenin' will reap a handsome profit in increased value. 3 bedrooms near El Mirador.

\$22,500 — HERE'S A LITTLE GEM! 3 bedrooms, 2 baths in good central location. Nearly new.

\$37,500 — OWN YOU OWN ESTATE! Secluded 3 bedroom, 3 baths, POOL in heart of south end.

\$55,000 — FOR LAND'S SAKE! Excellent business location with valuable frontage on Hiway 111. Will also lease. Near Thunderbird. 5 acres, water.

Culver Nichols

REALTOR
861 N. Palm Canyon Ph. FA 5-2182

BEAUTIFUL VILLA ALGERIA

MOUNTAIN SIDE HOME
In the heart of Palm Springs, yet secluded.

468 W. Tahquitz Drive

ONE of Palm Springs finest built and better homes, furnished.

BROKERS PROTECTED
Shown By Appointment Only

FA 5-6732

Open House Daily 10-3

B-BAR-H RANCH
NEW—NEW—NEW

3 BEDROOMS, 2 baths, plus panel den. Double carport, refrigeration, furnace.

Dining Room - Cocktails - Swimming Pool - Riding Stables - Golf - Tennis.

\$17,950

C. W. BYRNES, FA 4-9550
H. Albright — FA 5-5895 Eves.

EXCHANGE

WILL trade 5 new LUXURY homes for close in Palm Springs acreage. Private party. FA 4-2965.

A REAL FAMILY HOME

REFRIGERATION cooled but warm with hospitality! The ideal room arrangement has four bedrooms three baths... a large den opening into a private patio... and the pool has a safety fence. This comfortable home—with striking furnishings—is attractively priced—\$45,000.

OWNER SAID CASH OUT

DESERT PARK Estates Residential lot 100'x115'—ONLY \$3500.

INDIAN AVENUE HOTEL

SIX UNITS, plus owner's apartment a furnished and deluxe. Beautiful grounds, of course, a big swimming pool. Good established clientele. Let us show you the terrific return on an investment of \$82,500.

CHOICE LAS PALMAS AREA

SEVEN INDIVIDUAL BUNGALOWS, large pool with cabanas, scattered over ONE AND A HALF ACRES IN LAS PALMAS. Fronting on three streets. There's space for many additional units... Priced at \$150,000.

HAROLD HICKS, Realtor

ASSOCIATES

Burnham Bigelow Ray Baur Kenneth Herman
Charles Lyngaard William Hopkins Howard McKay

1345 N. Palm Canyon Ph. FA 4-1101

ANSWER OPPORTUNITY'S KNOCK

LAS PALMAS HOME drastically reduced owner going to hospital. On large walled landscaped lot—outsized heated pool, 4 bedrooms, 3 baths—\$32,500.

NEW 3 BEDROOM—2 bath home. \$17,500, terms, Palm Desert, 2 bedroom, 2 bath, fireplace, carpets, drapes, 2 blocks Shadow Mountain Club, \$14,000. Low down.

SILVER SPUR—Ultra modern with pool, 2 bedrooms, 2 baths, wall to wall carpets, drapes, fireplace, built-in oven. Only \$19,950. Excellent terms.

C-2 LOT—57x112 on Highway 111 \$7500
C-2 LOT—on south side, 50x200 \$7000

CALL FOR APPOINTMENT TO SEE THESE REAL BUYS

MILDRED SOUTHWICK POTTER

Office 74-038 Highway 111 - Palm Desert - Phone FI 6-6933

Residence, 1185 Avenida Caballeros, Palm Springs, FA 5-7558

Want to Build Your Own?

WHERE YOU WANT IT
AS YOU LIKE IT
and save \$\$\$?

EACH OF THE FOLLOWING LOTS IS READY FOR BUILDING AND IMPROVED WITH WALLS AND - OR PLUMBING. ONE ALREADY HAS THE SWIMMING POOL!

Las Palmas, \$15,000. Walk to town Tamarisk Country Club, \$12,500. Golfers Only

Northwest - \$7500 - Terrific view.

RENTALS — Completely furnished from \$150 month.

Ernie Dunlevie

ASSOCIATES — REALTORS
1807 N. Palm Canyon Drive
Phone FA 4-1237

SEE

Mildred Jackson

REALTOR
EVERYTHING
IN REAL ESTATE

RANCHO MIRAGE

**\$18,500 ---- \$1850 DOWN
BALANCE LIKE RENT**

3 BEDROOMS, 2 baths, fireplace, built-in oven, range, Servel ice maker refrigerator, garbage disposal, 3 ton refrigerated cooling and forced air heating ducted throughout entire house. Built-in radio and inter-com. Large double garage.

\$22,500 ---- \$2500 DOWN

**EASY MONTHLY PAYMENTS
HEATED AND FILTERED POOL**

3 BEDROOM, 2 bath, fireplace, built-in oven, range, Servel ice maker refrigerator, garbage disposal, 3 ton refrigerated cooling and forced air heating ducted throughout entire house. Built-in radio and inter-com. Large double garage.

\$32,500 ---- \$5000 DOWN

HEATED AND FILTERED POOL

OUTSTANDING LARGE AND LUXURIOUS ART LINKLETTER HOUSE, 3 bedrooms, 2 baths, tremendous large living room, fireplace, large kitchen consisting of built-in range, oven, refrigerator, G.E. dishwasher, garbage disposal, barbecue, smoke oven. Asphalt tile throughout, 3 ton refrigeration cooling and forced air heating. Built-in radio and inter-com.

100'x125' lot, landscaped, fenced, breezeway, large double garage.

THESE HOMES ARE IN THE HEART OF THE COUNTRY CLUB AREA, OVERLOOKING THUNDERBIRD COUNTRY CLUB AND LUSH DATE AND CITRUS GROVES.

DIRECTIONS: Turn toward the mountains at Whispering Waters sign across from our office—salesman on duty.

Rancho Mirage Realty Co.

AL ZISKIN, REALTOR

AND ASSOCIATES

71-800 HIGHWAY 111—NEXT TO THE POST OFFICE, 1 MILE ABOVE THUNDERBIRD COUNTRY CLUB
PHONE PALM SPRINGS FA 8-2101

SOUTH END

View, Residential Lot, \$3500
EXCLUSIVE AREA
Choice, Corner Lot, Deepwell,
\$10,500

SEE THIS
EXCLUSIVE southside, 3 furnished units. Large heated and filtered pool, R-3 lot. Room for 6 more units. \$75,000. Terms.

TRADE
FURNISHED 3-bedroom 2-bath. Stone fireplace. Large lanai to walled patio. Large landscaped lot. \$20,000. Will trade.

DEEPWELL
THIS new spacious distinctive home with 3 bedrooms 3 baths. Convertible den. Planters. Beautiful fireplace. Dishwasher and garbage disposal. Carpeted and draped. Worlds of closet and cabinet space. Landscaped pool. Priced below market value with good terms.

Crown Realty

18 THE PLAZA—FA 4-9661

Home With Pool

3 BEDROOM, 2 bath, large corner lot. Carpets and drapes, has rumple room, G.E. washer, TV, cable, completely walled, trees, near schools. \$27,000. FA 5-6780.

CATHEDRAL CITY

SPECIAL BUYS THIS WEEK
Well built 2 bedroom, plastered pumice block, furnished, patio, walled lot, nice area. \$9000.
\$2000 down
Nice large newish 2 bedroom, fireplace, patio, barbecue, many windows, disposal, carpets, drapes \$14,000

37-349 PALO VERDE DR., south of Bank, 2 bedroom plus guest room and bath; forced air heat and cooling, fireplace, garage, landscaped. Open Afternoons. \$17,500

RUTH BILES

68-744 Broadway (Hiway 111)
Cathedral City Ph. FA 8-2337
Branch Office — Ph. FA 8-3442

GOOD MODERN home—Will accept trailer as part payment.
10 FURNISHED UNITS, swimming pool. Full price \$60,000. Will trade for Los Angeles.

JOHN SHARP

REALTOR
68-555 Broadway (Hiway 111)
Cathedral City Ph. FA 8-2816
75-188 Hiway 111
Palm Desert Ph. FI 6-6868

2 BEDROOM, new, choose colors. Garage, fireplace. Lot 90' x 95'. Full price \$14,900, terms.

1 Acre (4 view lots) \$9500, terms
8 Units on Broadway \$50,000 terms
2 Bedroom, new, \$11,950, terms
18 Acres near Silver Spur \$10,500

Mc Cann Realty

710 Broadway Ph. FA 8-2530

C. L. McClure

Real Estate and Insurance
NORTH EAST corner Van Fleet and Broadway, Ph. FA 8-3216.
P. O. Box 26, Cathedral City
George Blackman - Associate

BY OWNER. Almost new 2 large bedrooms, 2 all tile baths. Beautiful view. Built - in oven, range, birch cabinets, double carport. Many special features. Room for pool. 68194 Desert View Rd.

CATHEDRAL CITY

\$9450

2 BEDROOM home on R-3 lot, short walking distance to shopping and school. Submit down payment.

2 BEDROOM 2 bath deluxe home nearly completed. Has forced air heat, refrigeration cooling, full insulation, built-in stove and oven, 2 car carport, laundry room, Swedish fireplace, on beautiful view lot. See this now! Only \$18,500. Submit down payment.

PALM SPRINGS home with heated pool and guest house now rented. South end location. Landscaped, fenced, also carpeting and drapes. Only \$25,000. Property clear — Good terms can be arranged.

Jorgenson Realty

CAL BROWN
Associate Broker and Business Opportunity Broker
68-574 Broadway (Hiway 111)
Cathedral City Ph. FA 8-2279

BUILDING A HOME?

SEE THIS beautiful corner lot in Cathedral City's finest area.

BOB IRVINE

Frank Fonder Tom Powers
921 Broadway (Hiway 111)
CATHEDRAL CITY
Ph. FA 8-2939 or FA 8-3836

AT YOUR SERVICE
CLARK REALTY AND INSURANCE AGENCY
REALTOR
68-657 Broadway Ph. FA 8-2512

FURNISHED 1 bedroom house, by owner. \$12,000. 4 cash. Ph. FA 8-2601 after 8 p.m.

PALM DESERT

PALM DESERT
73-080 GUADALUPE
(2 blocks north of Hiway 111)
MODERN 2 bedroom, sunken tub, lots of tile, built-ins, refrigerated. Four 8' sliding doors, indoor-outdoor living.
Price \$15,500 — Terms
Owner on property from 11 a.m. to 4 p.m., Saturday and Sunday.

OPEN HOUSE — Lovely 3 bedroom 2 bath home. Opposite entrance Shadow Mountain Club. Must sell. New low price. See Broker Henry Wilson on property. Also have new 2 bedroom home near Club for less than \$12,000. Phone FI 6-6462.

A FAIR OFFER
BUYS THIS BRAND NEW 3 BEDROOM HOME
ASKING PRICE \$12,500
Must Sell Immediately
Vera Gordon - FI 6-6828 or 6-6382

PALM Desert — 74-300 Parasella. New 2 bedroom 2 bath, carpets, drapes, landscaped, fenced. Down \$2000. Payments \$108 per month. Full price \$14,500. See it or call John Vale, Realtor. FA 8-2771

\$350 Takes Equity

2 BEDROOM house, in Palm Desert. Call after 2, FI 6-6688.

THUNDERBIRD AREA

4 BEDROOM, 2 bath, 35 x 300, on Hiway, Thunderbird area. \$22,500. FA 4-1835 or FA 5-7655

Investments Is Our Business

**\$750 DOWN ---- \$750 DOWN
\$2500 FULL PRICE**

WHAT AN INVESTMENT

NOTHING LIKE IT HAS EVER BEEN OFFERED IN THIS AREA.

BUSINESS LOTS

THAT CAN ONLY GO UP IN VALUE ONLY 10 TO BE OFFERED AT THIS UNBELIEVABLE PRICE AND TERMS.

LEO HIRSCH

JOHN BECKER — SALES MANAGER

ASSOCIATES—PHILIP SHORT—HERB BENSON

425 SOUTH INDIAN PHONE FA 4-9463

DON CAMERON Says:

"Don't Walk--Run For These"

140 ACRES—Only \$1500 per acre. One mile to Indian Wells Country Club, two miles from subdivision on main street of India. Adjoins Bermuda Dunes Golf Course. Terms!

\$30,000—Total price for approximately 10 acres right on paved portion Country Club Drive, near Thunderbird. Terms!

\$21,500—2 bedroom, 2 bath, refrigeration air conditioning, furnace heat, carpeted, fenced, landscaped, 2 car garage. Gorgeous corner lot near Indian Wells Country Club. Terms!

DON CAMERON, Realtor . . . Rancho Mirage

22 YEARS IN DESERT PROPERTY.

THUNDERBIRD — INDIAN WELLS — PALM DESERT
RANCHO MIRAGE AREAS.

PHONE PALM SPRINGS, FA 8-2155

LISTEN FOR ISABELLE CAMERON on KCMJ—3 p.m. Sundays—giving you the "BUY OF THE WEEK!"

LA QUINTA

OWNER LEAVING DESERT. 2 bedroom furnished, wall to wall carpeting, year old P.O. Box 41, La Quinta. Phone DI 7-4313.

RANCHO MIRAGE

COMPLETELY furnished 2 bedroom, 1 bath home. Lot 120 x 200. Lovely location. Asking \$16,000, low down.

JOHN VALE, Realtor FA 8-2771

DESERT HOT SPRINGS

\$1000 DOWN — 1200 Sq. ft. beautiful modern adobe, 25' x 18' master bedroom. Full price \$13,500. Phone FA 9-2312

3 BEDROOM partly furnished home. \$5000 cash. 66-563 Acorn Ave., Desert Hot Springs.

640 ACRES Hot mineral water land at \$250 per acre. Phone Desert Hot Springs FA 9-2762.

Exchanges 36

Lancaster, Calif.

230 ACRES approved for subdivision. Will trade for income property or trust deeds. See Miss Norman.

JIM SHARPE REAL ESTATE
433 N. Palm Canyon Ph. FA 5-2319

WILL trade modern 3 bedroom, summer home, fireplace, completely furnished, 276 feet sandy beach frontage on Hayden Lake, Idaho, for Palm Springs home. 1117 El Alameda, Ph. FA 5-7347.

I HAVE SOME
EXCELLENT TRADES
NO Inflation! Quick. Please.

COL. WARD WOOLDRIDGE
238 E. Palm Canyon Ph. FA 5-2360

TRADE YOUR PROPERTY FOR SAN DIEGO AREA. Have clients for Palm Springs area. M. A. Leptich, Realtor, 6450 University Ave., San Diego 15.

Real Estate Wanted 37

LIST WHAT YOU HAVE TO SELL, RENT OR TRADE WITH PALM SPRINGS MOST PROGRESSIVE OFFICE

Peter B. Sheptenko

THE PIONEER REALTY CO. OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone FA 5-2727

FOR BEST RESULTS
LIST YOUR PROPERTY WITH

Adolph Israel

REALTOR
671 N. Palm Canyon Drive
Phone FA 5-2981

HAVE BUYER who will pay up to \$22,500 for three bedroom furnished house in Palm Springs South location preferred. Phone FA 8-2050

WANTED — View with fireplace, 1 bedroom, 2 baths in exchange for cash. 1st mortgage and debentures. Ph. FA 5-6581 at 4 p.m.

PRIVATE party wants modest Palm Springs home. Will trade furnished and rented L.A. home as part payment. FA 4-2965.

Phone FA 5-5005 for Classified Ads.

Industrial 38a

FOR RENT
HOUSE in manufacturing zone, rear of Texaco Station, 670 So. Palm Canyon Drive. Also adjacent large vacant lot approximately 130' x 300', suitable for storage of cars or trucks.
PHONE LEW LEVY —
RUSSELL WADE, REALTOR
850 S. Palm Canyon Ph. FA 5-2855

INDUSTRIAL CENTER, M-3 ZONE. Sell, rent, build. Close in. 3201 N. Indian Ave. - FA 5-6473

Business Rentals 38

FOR RENT
A few feet from the Post Office. MODERN STORE — 1000 sq. ft. 715 N. Palm Canyon Dr. IMMEDIATE OCCUPANCY
See: Gannon Realty
1201 N. Palm Canyon

PALM Canyon office space, 2 rooms, ideal location, spacious parking facilities. FA 5-5397.

Wanted to Rent 39

WANTED by Widow — Board and room with retired Catholic Widow. References. Write Desert Sun Box 190, File J-7.

PRIVATE party wants 2 bedroom apartment, furnished, to \$150. Phone FA 4-2965.

Rooms for Rent 40

\$100 - \$125 MONTHLY. Hotel single or double, private corridor bath. Heated pool, dining room. Phone FA 5-2707

COMFORTABLE room, private entrance facing patio. Walking distance. FA 4-9580.

Low Rates — Center of Town Rooms, Apartments, Parking. Phone FA 5-2957

PRIVATE bath and entrance. Refrigerator. Close in. Lady preferred. \$69 month. FA 4-1667.

\$85 For discriminating couple. Private bath and entrance. Close in. FA 4-2983.

SINGLE person. Only 2 blocks from Bullocks. Pool and private entrance. Reasonable. FA 5-5184

ROOM, private entrance, bath, facing beautiful yard and pool. Phone FA 4-9704

For Sale or Rent 41

A BARGAIN! 2 bedroom modern furnished or unfurnished home. Phone FA 5-6214

Apartments for Rent 43

STUDIO APARTMENT — Close In Panel Ray Heat - TV Cable. Phone FA 4-1396

NEW studio and single apartments. Furnished by Barker Bros. Ph. FA 5-6577.

1 BEDROOM furnished modern, fireplace, heated pool, lease, adults. \$110 month. FA 5-7703.

\$85 MONTH lease, nicely furnished, good heat, full bath, quiet, lawn, flowers. FA 5-7746.

DELUXE furnished 1 bedroom Adults No pets, season or year lease, close in Ph FA 5-6815

Phone FA 5-5005 for Classified Ads.

BEAT THESE BUYS!

\$8500 FULL PRICE—1 BEDROOM, GOOD TERMS.

\$8950—NEW 2 BEDROOMS—\$45 PER MONTH.

\$9500—2 BEDROOMS—SUBMIT TERMS.

\$12,500—NEW 3 BEDROOMS—EXCELLENT TERMS.

\$19,750—3 BEDROOMS, 2 BATHS, 6 MONTHS OLD. FENCED, LANDSCAPED.

\$21,500—3 BEDROOMS, DEN, ON LARGE R-2 LOT.

\$23,500—POOL, 3 BEDROOMS, 2 BATHS, NEAR NEW, CLOSE IN.

CUSTOM BUILT—REDUCED FOR QUICK SALE, 2 BEDROOMS, CONVERTIBLE DEN, POOL, ALL MODERN CONVENIENCES, REFRIGERATION—\$28,950.

\$35,000—CHOICE LOCATION, PRACTICALLY NEW, 3 BEDROOMS, 2 BATHS, POOL, COMPLETELY FURNISHED. MAY TRADE FOR L.A. PROPERTY.

TO CLOSE ESTATE—RARE OPPORTUNITY. VALUE OVER \$100,000 FOR ONLY \$35,000. 6 BEDROOMS, 3 BATHS, POOL, HI-FI, FOUR FIREPLACES, REFRIGERATION, BARBECUE, LOADS OF BUILT-INS, EXCLUSIVELY DESIGNED FOR RANCH TYPE LIVING.

S. FRANKS -- REALTOR

465 N. PALM CANYON

FA 5-2179

VIEW TO TOP ALL VIEWS

SUPERBLY BUILT HOME on large walled lot. Living room and lanai each 30' long, south patio, 4 bedrooms, 4 baths, separate dining room, large kitchen and service porch. Central heat, hardwood floors, double garage. \$49,500 unfurnished.

SOUTH END INCOME

THREE 1 BEDROOM APARTMENTS 2 studio apartments and 2 hotel rooms. Pool—beautifully furnished—yearly or seasonal rentals—fine clientele. Excellent buy can be made on this property at this time.

SEE THIS 1958 BARGAIN

6 BEDROOM, 6 BATH HOME—large pool, double garage. Walking distance to shops, A-1 floor plan, completely furnished. Fine family home.

MURIEL E. FULTON

REALTOR

Frances Wilson Frances Elliott Gwendolyn Lanahan
Oasis Building — 125 South Canyon Drive — Phone FA 5-2225

Apartments for Rent 43

Chuckwalla Manor
269 Chuckwalla Rd. - FA 5-2567
ED AND ADELE COLGAN
DELUXE BUNGALOWS, luxuriously furnished, 1 and 2 bedrooms. 1 with fireplace, walled, beautiful spacious grounds. Private patios, daily hotel service, day, week, month or years. Adults. No pets.

LAVISHLY furnished spacious apartments. TV, heated pool, daily maid service. Week, month, season.

EDEN ROCK VILLA
586 Warm Sands Dr. FA 5-2402

FOR THOSE who wish to rest off the highway in modern, roomy but quiet 1 or 2 bedroom apartments. Pool. No small children. 1380 Indian Trail — FA 4-9621

ATTRACTIVE 1-BEDROOM furnished duplex, wall to wall carpeting, fireplace, TV, cable, enclosed patio. \$125 month. Phone FA 5-2278 or FA 4-1408.

FURNISHED 1 bedroom apartment, electric equipped. Couple only. No pets. \$85 month. 70-290 Forbes Lane, Hiway 111 back of Blue Skies Trailer Park.

NEWLY furnished studio apartment. TV, pool, utilities. Adults \$125, 5 months lease, 373 S. Palm Canyon across from Thrifty's

Furnished Apartment — Pool Reasonably by Month or Season
DESERTVIEW APARTMENTS
1005 N. Indian FA 4-9525

1 BEDROOM FURNISHED Apartment. Years lease. \$90 mo. 1357 CAMINO AMAPOLA Ph. FA 5-7065

RENTALS
APARTMENTS and homes. \$125 month to \$500. Some with pools. MARION MOULTON FA 8-2810

NEW ULTRA Modern 1 bedroom unfurnished TV, Pool. Phone FA 5-6405
621 S. Riverside Dr.

NEW furnished 1 bedroom deluxe apartment TV, Pool, refrigerated, utilities, adults. \$250-5 months lease, 372 S. Belardo.

NEW STUDIO APARTMENTS
FURNISHED. Kitchen, pool \$135 month. 3710 Calle de Carlos. Phone FA 5-7835

BRAND new unfurnished 2 bedroom apartment. Private yard, laundry room. 1174 San Lucas Rd. Ph. FA 5-3921.

280 N. SUNRISE
1 BEDROOM apartment. Smartly furnished. TV, cable. Pool. Lease, \$125 month. FA 5-7819.

2 BEDROOM apartment, furnished, \$95 month. Rear Pavy's 1001 S. PALM CANYON

NEW studio apartment. Month, season or yearly. 715 El Placer Road. FA 4-2341.

LARGE Studio Apartments. Full size kitchens, heated POOL. Phone FA 4-9726

ATTRACTIVE FURNISHED 1 BEDROOM APARTMENT
1351 E. RAMON — FA 5-6926

Apartments for Rent 43

Sunset Towers
BEAUTIFULLY FURNISHED studio, 1 and 2 bedroom apartments. By day, week, month or season. Special very reasonable rate on yearly lease. Pool, switchboard, maid service. 140 Via Lola. Next to Don The Beachcomber. Ph. FA 5-5279.

JUST OPENED — NEW
Casa Del Roba
1 BEDROOM, living room, kitchen, Heated Pool, individual TV. Weekly, monthly, annual rates. FA 4-1723

NEW gorgeously furnished 2 bedroom, built-in in kitchens, heated pool, TV, maid, linen, dishes, silver, etc. Weekly, monthly or yearly. 1425 Via Soledad, corner Sonora, 1/2 block off Palm Canyon. Ph. FA 4-2882.

NEWLY COMPLETED

GARYLAINE INN
BEDROOM, living room, kitchen. Furnished by Barkers, TV in each. Heated Pool. Day, week, month. 2626 Junipero. FA 5-6543

BRAND NEW
VIA SOL
Decorator furnished 1 bedroom. Complete kitchen - Heated pool 222 Via Sol - Corner Wawona 1 Block west of Palm Canyon Daily, monthly, seasonal FA 4-9907

CASA MARGARETA
1 ROOM apartment, accommodations 2 — Full kitchen, Heated Pool. \$110 month. Less on lease. 336 Paseo El Mirador. FA 5-5385.

1 BEDROOM apartment, wall to wall carpets, furnished. Month or season. Adults, no pets. 810 East Sunny Dunes. FA 5-2337.

NEW ULTRA Modern 1 bedroom unfurnished TV, Pool. Phone FA 5-6405
621 S. Riverside Dr.

BEAUTIFUL BRAND NEW DELUXE HOME

JUST COMPLETED BY ONE OF PALM SPRINGS
FOREMOST BUILDERS

3 EXTRA LARGE bedrooms, walk-in closets, 4 baths, large stone fireplace in living room. Modern kitchen with all the newest conveniences and built-ins: range, Thermador oven, garbage disposal, dishwasher, washing machine. Heated and filtered swimming pool. Will take home in trade or terms. Carpets and drapes, \$51,500.

SHORT WALK TO CAHUILLA SCHOOL
IDEAL 3 BEDROOM FAMILY HOME for gracious living. On large beautifully landscaped lot. Living room with sliding glass doors overlooking southwest patio and heated and filtered pool. Circular driveway. Carpets and drapes—\$38,500.

R-I LOTS

DELUXE AREA—walking distance to South Palm Canyon.
\$6000 to \$8500

DELUXE RENTALS

IN SOUTH END AREA—3 and 4 bedroom homes, completely furnished. With or without pools. Immediate possession, 3 to 6 months at \$600 to \$1000 per month.

RUSSELL WADE, Realtor LEW LEVY --- Associate

MEMBERS PALM SPRINGS REALTY BOARD

850 SOUTH PALM CANYON DRIVE—PHONE FA 5-2855 or FA 4-9282

Houses For Rent 46

AVAILABLE for yearly lease only. Beginning February 1, unfurnished, except stove and refrigerator, 3 small baths, 3 bedrooms, living room, kitchen, dinette, front porch and service porch. 2 blocks from Mayfair Market. October thru April \$150 month. May thru September \$90 a month. FA 4-1747.

WHY OWN WHEN YOU CAN RENT

2 BEDROOM bungalow with pool for \$150 month.

COL. WARD WOOLDRIDGE

REALTOR

238 E. Palm Canyon Ph. FA 5-2360

Many Fine Homes

FURNISHED or unfurnished, with or without pools. Short term or lease. From \$125 up.

S. FRANKS, REALTORS

465 N. Palm Canyon FA 5-2179

2 BEDROOM 2 bath home. Completely furnished, carpeted and draped, refrigerated air conditioning, heating, completely fenced and landscaped. Heated Pool. \$1000 month, less on long terms. References. FA 4-9426.

2 BEDROOM 2 bath, beautifully furnished home. \$275 month. Also 3 bedroom 2 bath unfurnished home \$250 month, yearly leases. Write owner, 205 1/2 E. Camino Drive, Beverly Hills.

NEW — 1 and 2 bedroom Duplex, central heat, built - ins. Furnished or unfurnished. Near Shadow Mountain Club. \$100 per month. 74-226 Candlewood, Palm Desert.

FURNISHED 2 bedroom home, fireplace, built - in stove, automatic washer, 24" TV. Very clean. Rent by month or lease by year.

Williams Real Estate FA 4-1641

BRAND new unfurnished 2 bedroom, fireplace, built-in oven, range, dishwasher, refrigerator, garbage disposal, refrigerated cooling, forced air heating, double carport. \$150. FA 5-6854.

RANCH style home, 4 bedrooms, 4 1/2 baths, completely furnished, 3 fireplaces. Heated Pool. 1336 Tachevah, Earle C. Strebe, Ph. FA 5-2626. Courtesy to Brokers.

1 MONTH or longer. Luxury South End home, 3 bedrooms, 3 baths. Completely furnished. Heated Pool. \$1000 month.

Roslyn Lang — FA 5-2522

2 BEDROOM furnished house. Wonderful view. Patio. Lease \$150 month. References required. No pets. 68-253 Grandview, Cathedral City. S. Karr.

UNFURNISHED, 3 bedroom, 2 bath, kids O.K. \$105 month. 2 Bedroom — \$100 month. Jack Neal, 735 Broadway, Cathedral City, Ph. FA 8-2459.

BEAUTIFULLY furnished 3 bedroom house. Fireplace. Walled for privacy. Month, season or year. Vicinity Racquet Club. Phone FA 5-5505

LOVELY new home, 2 bedroom and den. 2 baths. Heated Pool. furnished by Sloans. Near Thunderbird. Short or long lease.

MARION MOULTON FA 8-2810

2 BEDROOM, partly furnished (with furnish). Newly decorated, garage. FA 5-5753.

MODERN FURNISHED HOUSE 1395 GRANDVIEW VALMONTA PHONE FA 4-2807

ATTRACTIVE guest cottage. Quiet, private, well located. 273 Racquet Club Road

NEWLY furnished 1 bedroom bungalow, fireplace, 350 Paseo El Mirador. FA 5-7578.

2 BEDROOM furnished house. Rent \$125 month, season or yearly. Will sell. Ph. FA 5-5240.

The Desert Sun Tuesday, Jan. 28, 1958 78

PALM SPRINGS BUICK FRANCHISE DEALER FOR 35 YEARS

OUTSTANDING TRADE INS

ON NEW BUICKS

1957 MERCURY

AIR CONDITIONED — CONTINENTAL KIT

1956 BUICK STATION WAGON

AIR CONDITIONED — FULL POWER

GENERAL MOTORS TRUCKS

PALM SPRINGS BUICK

68-406 HIGHWAY 111.

FA 8-2115

Household Goods 50

LOVE seat, upholstered in egg shell naugahide, upright piano, 8 piece dining room set, twin box springs and mattress. Hollywood frames. Full size mattress, excellent condition. Phone FA 4-2778

Trailers For Sale 51

AUTOMATIC Hot Point washing machine, ABC deluxe ironer, used only 6 times. Twin and double bed size plastic covered headboards, sacrifice.

1035 E. Ramon Road

BED-SOFA, matching chair, \$50; lounge chair \$10, 2 fire side chairs \$45, 9 x 13 rug and pad \$10, play pen and pad \$15, baby bed, \$10. FA 4-1038.

NEW AND USED REFRIGERATORS AND WASHERS PHONE FA 8-2274

Anthony's Refrigeration Co. 864 Broadway Cathedral City

MISCELLANEOUS furniture and appliances bought and sold. STERNERS — FA 8-3935 (Formerly Wilgays - Tramview)

GENERAL Electric stove and Thor automatic washer, both excellent condition. \$85 each. Ph. FA 4-9638 or evenings FA 5-7148.

Automatic Washer KENMORE — 4 YEARS OLD Good Condition, \$85, FA 8-3838

TWIN Hollywood beds, \$45 pair, patio furniture.

281 E. CARRILLO ROAD

AUTOMATIC washers, 1954 Norge \$75. 1956 Whirlpool \$100. Phone FA 4-9124

TAPPAN GAS RANGE GOOD CONDITION — \$50 PHONE FA 4-9258

WESTINGHOUSE double oven, electric range, like new. Other furniture. FA 5-7186.

FOAM rubber 8' sectional couch, \$80. Wrought iron room divider \$25. 777 San Lorenzo Rd.

Trailers for Sale 51

Will Sacrifice

1957 CUSTOM built 10 wide 45', beautifully furnished with many extra features. Must see to appreciate. Space D-109, Blue Skies. FA 8-2684.

SACRIFICE — 41' Vagabond, 19-54, all metal, gas heat, 2 bedroom, refrigerator cooling, 30' metal awnings on both sides. New cost over \$10,000. Price \$3850. Contact Mr. Haskell, 297 Ridge Road.

A BARGAIN — 1958 10' wide 35' long Rod and Reel mobile home, \$4685. Includes carpeting, air conditioning, sliding glass doors. Inquire space A-3, Blue Skies Park, or phone FA 8-3242.

BY OWNER — Aljo, 1957, 24', like new. Garbage disposal, wall to wall carpeting, cooler, awnings. Cost \$3750, will sell at \$2750. See at Beckley's Trailer Park. Space 48. No phone calls.

RAMADA, 1957 Flamingo 44' Provincial. TOP OF WORLD view. 5 year lease and option. Also 1956 ideal 20' travel trailer, \$1650. Desert Hills Trailer Park. Space 109.

TRAILER — CABANA \$2995 LIKE NEW. Mayflower. New cabana. New. 7. Landscaped and fenced yard. Child OK. Palm Valley Trailer Village, space 13.

TRAILER HOME. Well kept, lovely fenced corner. 33' Liberty, cabana, ramada, carport, 2 baths. Priced to sell. Rancho Park, D-58.

MUST SELL

1957 — 18' DELUXE travel trailer. Better than new. Has extras. Phone FA 8-2684

30' PAN AMERICAN Late 1953 model. Modern. Some extras including awning. Good location. \$2000. Lot B-33, Rancho Trailer Park.

WHIRLPOOL automatic washer, chrome top Roper gas range, rugs, bed-couch, others. 37-732 Palo Verde Drive, Sun-air, Cathedral City.

SACRIFICE \$2995. Beautiful 28' trailer, 1956. 1-ton air conditioner, TV, linens, etc. Has almost everything. Lot 28, Orchard Villa. 1862 S. Palm Canyon Dr.

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"PRICES SLASHED" WE NEED THE ROOM

ALL BANK FINANCED

1950 Nash was \$299 . . . now \$99

1950 Plymouth was \$399, now \$139

1951 Plymouth was \$499, now \$199

1953 Packard was \$799, now \$399

1953 Chevrolet was \$999, now \$499

1953 Mercury was \$1099, now \$699

A TELEPHONE CALL HOLDS CAR OF YOUR CHOICE

2--1955 Mercurys cut \$500

BOTH LOW MILEAGE, ONE WITH AIR CONDITIONING

OPEN TILL 8 P.M. AND SUNDAY

FOR YOUR SHOPPING CONVENIENCE

PALM SPRINGS
LINCOLN - MERCURY

335 SUNNY DUNES ROAD

PHONE FA 4-1201

Trailers for Sale 51

House -- Horse Trailer

HAS ONLY made trip to Wyoming and back. Inquire Los Compadres, FA 4-9020.

PRairie Schooner, lot 85, 1957-45' Mayflower coach, 6 months old. Carpeted, 18 foot living room. It's beautiful.

1951 American 27'

OTHERS FROM \$225

Building Supplies 59

INVENTORY REDUCTION SALE

Over 200 top quality ALUMINUM casements. Manufactured by one of the nation's largest producers of aluminum products. These windows are being offered at savings up to 40 per cent.

Palm Springs Builders Supply FA 4-1311

Misc. for Sale 60

First Zipper

Man's Idea

WHITCOMB L. Judson is credited with inventing slide fasteners in 1891 when lacing his shoes became annoying to him. He first displayed his invention at the Chicago World's Fair of 1893.

IF YOU'VE something you'd like to sell or rent, place Classified ads in The Desert Sun and ZIP — your problem's solved! Ph. FA 5-5005 for an ad-writer.

FIRESIDE set and screen \$30, sterling silver western belt, ladies, 27", \$35. Chromed Klenski fur, peter pan collar, \$5. Tuxedo color \$20. Ph. FA 5-5331, ask for Betty.

SOLD HOUSE

SELLING miscellaneous house and personal items including record cabinet, records, books, clothes, electrical appliances, etc. FA 5-5455.

RUGS, used, reversible wool, low priced. Metal wardrobe closet \$14. Sturdy bar and stools \$50. Telephone television. Phone FA 5-2707

14' SKI BOAT. 1956 Mercury Motor, automatic. Extra nice. See Mr. Roberts after 5 and on Saturday and Sunday at Sage and Sands Trailer Park.

MIMEOGRAPH machine \$25. Touraid \$15. 27" TV needs repair \$20. Electric jigsaw \$8. Kerosene barrel and faucet \$4. Phone FA 4-2882

PRECISION machine work. Milling, surface grinding, model design, Palm Springs Engineering Phone FA 5-5411

650 ARTHUR Murray lesson hours. Will sell all or part. Reasonable. 163 N. Center St., Redlands, Calif.

1 STROMBERG - Carlson amplifier with large speaker. Set of encyclopedia, 1 large oil heater. FA 8-3253.

KIMSELF Insulation, 3000' at 2 1/2 cents per foot. 2385 N. Indian. Phone FA 4-9995

14' SKI-BOAT — \$125 7' Beam For Out-board 185 CIRCLE DRIVE

CITRUS TREES — Guaranteed Delivered — Below Retail All Sizes, Types — FA 4-2638

RELAX-A-CIZOR LIKE NEW — \$85 Desert Sun Box 190, File K-8

GRAY breath of spring Mink stole, Dresses, some hand knitted. FA 5-7835.

FIREWOOD - PAVNY'S 1001 S. Palm Canyon, FA 8-7342

Misc. for Sale 60

AQUARIUMS

TWO 15 gallon, one 10 gallon, and one 5 gallon tank, complete with reflectors, stands, filters, pump, and fittings. See at 1128 No. Calle Rolph or phone FA 5-7129.

Misc. Wanted 61

WANTED — Dog house, large enough for two German Shepherds. FA 4-9258.

UPRIGHT PIANO

In Good Condition. Reasonable. FA 5-2612

Pets-Poul-Livestock 65

MUST sell champion stock AKC BASSET hound, 6 month old cousin of CLEO. All shots. Cost \$200. Sell for \$150. FA 5-5067 after 5

GERMAN Shepherd puppies, males 3 months old, purebred, finest stock, \$50. FA 4-9258.

POODLES, all colors, toys and miniatures, \$100 up. Poodle Shoppe, Rancho Mirage, Ph. 8-2820.

MINIATURE Schnauzer puppies. January special \$75 - \$100. Riverside, Overland 5-4545.

BEAUTIFUL young retriever, loves children. Free to good home. FA 8-2977.

MINIATURE SCHNAUZER AKC Registered. 4 Months. Exceptionally Small - FA 5-2563

POODLE — Chocolate Brown 5 Months Old — Reasonable Phone FA 5-5408

AKC MINIATURE POODLES Mrs. Reed — FA 5-7266

Used Cars for Sale 70

Check These Values



PLANNING THE THIRD annual Rodeo Ball at the Tennis Club Friday evening, Jan. 31 at 8 p. m. are, from left, Bud James, Tennis Club president, Rosemary Clark, social director, John Hollinger, of the Palm Springs Mounted Police, and Jack Wrape, Tennis Club secretary-treasurer. A western style dinner will precede a full program of western entertainment, with Frank Bogert in the role of

emcee. Highlights will be an all-western style show by Rasmussen's, songs by Johnny Boyle and his wife Tani, square dance exhibitions and a trophy presentation by the Palm Springs Mounted Police to in-person guest Audie Murphy. Western dress is suggested, everybody is welcome and reservations are to be made at the Tennis Club

Speed Continues As Major Cause Of Accidents

Excessive speed continues to lead the list of traffic violations noted in traffic accidents, according to information released today by the California Highway Patrol.

"During 1957, over half the speed violations noted in injury and fatal traffic accidents were charged to speed too fast for conditions," declared Patrol Commissioner B. R. Caldwell. "This is evidence that far too many drivers fail to adjust the speed of their vehicles to the weather and traffic conditions."

"EACH MONTH AN average of over 7,000 injury and fatal traffic accidents is reported to the Patrol," Caldwell stated. "Of these, 1,250, or 17 per cent, are charged to drivers exceeding the safe speed; another 935, or 13 per cent, are the result of drivers exceeding stated limits."

"This situation can be remedied," the Commissioner emphasized.

"RECOGNITION of hazardous conditions such as adverse weather, slippery roadways, heavy traffic, mountain roads, particularly in the winter months, and general alertness to posted speed zones with an accompanying reduction in speed to a safe limit will help control this problem."

"Avoid following the car ahead too closely and always be prepared to stop within the safe distance ahead of your car."

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NORTH PALM SPRINGS

By ORPHA GEIER

Mr. and Mrs. G. C. Hinson and her mother from Rosedale, Ind., are spending six weeks in North Palm Springs. The Hinsons purchased property here last year. They have leased the Harold Case home for the season.

Mr. and Mrs. Fred Osborn of Los Angeles were out over the weekend to consult with Wright Brothers about the construction of their home on Indian Avenue.

Iva Lee Stafford entertained at a surprise coffee clatch for Ann Kelly who with her family will move to Colton Feb. 1, after nine years here. Mr. Kelly has been promoted to track inspector for the Southern Pacific railroad which necessitates the move. The following neighbors gathered for coffee and to present Ann with a lovely gift of crystal stem ware: Freda Seeley, Eloise Perkins, Bernice Futrell, Dorothy Vandexter, Mattie Dever, Vida Tanner, Cynthia Falls and the hostess.

Little Billie Palmer, son of Mr. and Mrs. Gene Palmer is having a bout with measles.

"Tex" and Marie Preckwinkle are enjoying an extended visit from Marie's mother, Mrs. Lucinda Newberry and a brother and family, Robert and Dorothy Newberry, Julie and Bobby, all of Springfield, Ill., who plan on establishing a home here. Weekend

guests at the Preckwinkle home were Mr. and Mrs. Louis Newberry, Nancy and Ronnie of North Hollywood; Lucille Tindall and Helen Price of Pasadena, and their two sons, Pete and John Preckwinkle who were on leave from Navy duty.

Bob and Dorothy Lindermann and Carol of Le Barge, Wyo., have returned here. The Lindermanns are co-owners of the Uranium Cave Motel on Dillon Road, and will take over the management. Jerry Garvin, also a co-owner, who has been here as manager, has been called back to Rexburg, Idaho, to take care of his hotel business. Larry Marsh will continue to assist with operating the motel.

Mr. and Mrs. Ward Flannery and Dewey Nokes drove to San Felipe, Mexico, on a shopping trip.

Harold Case has taken over management of the sales lot for Merrill Trailer Sales Co., who have leased space from Tramvue Ranch fronting Indian Avenue. Mr. and Mrs. Case have moved into a trailer home at the sales lot.

Mr. and Mrs. Roscoe Sparks and Mr. and Mrs. Cleo Sparks, all of El Monte, were weekend guests of Mickey and Jean McCance.



WYATTE F. DeLOACHE

Du Pont Official To Be Rotary Club Speaker

Wyatte F. De Loache, Pacific Coast Manager of the Extension Division of the Du Pont Company, will speak at the Rotary Club meeting at the Chi Chi Wednesday noon on some of the lesser known aspects of a big corporation.

Based on his years of experience as a representative of the big chemical company, De Loache will give a behind-the-scenes discussion of how Du Pont conducts its affairs in dealing with such groups as employees, customers, stockholders and suppliers.

De Loache, an experienced speaker on industrial progress and chemical developments, maintains headquarters in Palo Alto. A former newspaperman, he has been with Du Pont since 1940 in a variety of assignments in the field of public relations.

Before joining the Extension Division in 1953, he was a plant personnel superintendent, a specialist in community relations, and a consultant on industrial journalism. He has traveled extensively throughout the United States and made frequent appearances as a public speaker before civic groups, industrial meetings, educational gatherings and technical societies.

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Sol Lesser Named Director of Coachella Valley Savings

Sol Lesser, prominent Village resident and motion picture producer, was today named as a new member of the board of directors for the Coachella Valley Savings and Loan Association.

Lesser, founder of the West Coast Theater chain and president of Sol Lesser Productions, Inc., was elected to the board at the

annual meeting of the association's stockholders and directors here.

MEMBERS REELECTED to the board were Kenneth B. Kirk, chairman; R. W. Blackburn, Arthur L. Cooper, Gary Cooper, Culver Nichols, Kay Olesen, Stanley Rosin, William H. Smith, Elmer Walberg and William R. Wright.

Officers reelected were William H. Smith, president; Arthur Cooper, executive vice president; Walberg, executive vice president; Kay Olesen and Wright, vice presidents; Lucille K. Johnson, treas-

urer-controller.

Others are Shirley M. Shaw, secretary; Aurora M. Burke, Thelma D. Ferguson, Thelma Good, Irvin C. Marchand, Helen M. Mathers and Mary Bondor, assistant secretaries.

ASSOCIATION OFFICIALS reported that total assets had risen by 41.2 per cent during 1957, for a new high of \$16,265,680.79. A dividend of \$1.40 per share was declared by directors on each share of capital stock outstanding as of Dec. 31, 1957.

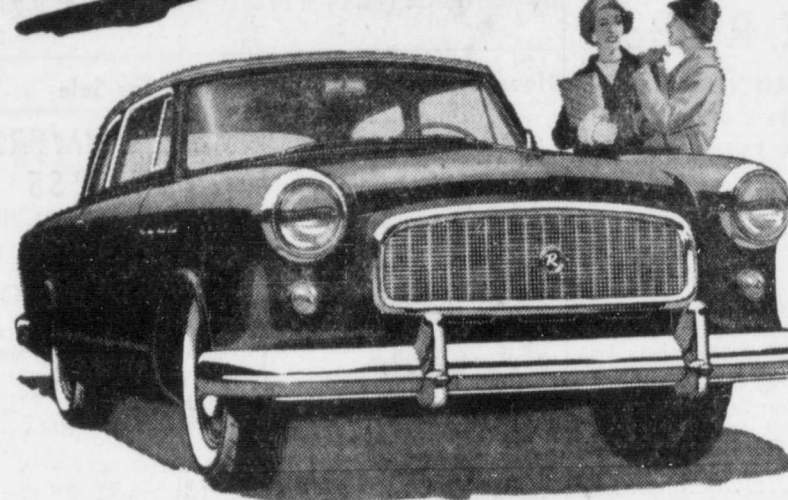
It was also reported that assets were expected to increase by more

than \$1 million during the month of January.



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